

STORY 24

IMPACT

حكاية أثر

Sustainability Portfolio

Sustaining the Institutional Image
Sustaining Institutional Excellence
Sustaining the Work Environment
Financial Sustainability

Media Production Portfolio Performance

Idrak Center for Family Awareness and Education

Performance of the Competitive and Social Investment Portfolio

Keffah Center for Professional Development of Practitioners
Family Protection Centers in the Western and Southern Regions
Shamir Center for Services to Separated Families
Family Policy and Research Design Center

Impact Portfolio Performance

Al-Aelab Platform for Enhancing Family Quality of Life Skills
Al-Mawaddah Family Counseling Center
Makrama Center for Women's Empowerment
Innovative Child Center



جمعية المودة
للتنمية الأسرية

Al mawaddah Society for
Family Development

www.almawaddah.org.sa

تقرير الأداء السنوي للعام 2024م
Annual Performance Report 2024

**In the name of Allah, Most
Gracious, Most Merciful**

STORY 24

IMPACT

حكاية أثر

Report Approval

The report was approved by the Internal Audit and Review Committee, which holds quarterly meetings to review the report across social, institutional, and financial performance levels. The committee also examines evidence and verification tools for all key and operational indicators and provides suggestions and recommendations for improvement.

May your generosity
endure, and may your
impact last.



Al-Mawaddah is a Member of the World Family Organization





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**Governance Evaluation Score from the National Center
for Nonprofit Sector Development**

100%



Al-Mawaddah Association for Family Development – and particularly the Al-Mawaddah Family Counseling Center – has played a pioneering role in addressing over 97,000 family cases within a single center. This effort has significantly contributed to saving numerous families from separation and restoring stability to marital relationships. Statistics indicate that 66% of divorce cases were reconciled through mediation and settlement processes between spouses before reaching the courts, which affirms the effectiveness of preventive and advisory interventions.

Eng. Ahmed bin Suleiman Al-Rajhi

Minister of Human Resources and Social Development





Al-Mawaddah's Most Notable Recognition Moments



His Excellency the Minister of Human Resources and Social Development Commends Al-Mawaddah's Efforts in Family Counseling and Dispute Resolution

Watch the Video



His Royal Highness Prince Saud bin Mishaal, Deputy Governor of the Makkah Region, honors Al-Mawaddah Association in recognition of its active contribution to housing residents of informal settlements in Jeddah.



Her Excellency Dr. Maimunah Al-Khalil, Secretary-General of the Family Affairs Council, honors Al-Mawaddah Association for its active participation in the Family Counseling Exhibition.



Al-Mawaddah's Most Notable Recognition Moments



- The Ministry of Human Resources and Social Development – Makkah Region Branch honors Al-Mawaddah Association for its contributions to regional development.



- The University of Jeddah honors Al-Mawaddah Association for its active participation in the First Arab Scientific Conference on Family Protection and Empowerment.



- The Social Security Department at the Makkah Region Branch of the Ministry of Human Resources and Social Development honors Al-Mawaddah Association for its active contribution to preparing female social security beneficiaries for the labor market.



An Active Board of Directors Driving Change and Supporting Growth

(Performance of the Board During Its Third Term)



Board Member
Dr. Faisal
Al-Mahmadi



Board Member
Dr. Abdullah
Matbouli



Board Member
Financial Supervisor
Mr. Fayez Al-Harbi



Vice Chairman
Mr. Zuheir
Al-Marhoumi



Chairman
Eng. Faisal Bin Saifuddin
Al-Samannoudi



Board Member
Mr. Ahmed Al-Marbu'i



Board Member
Mr. Khaled Qamah



Board Member
Mr. Khaled
Al-Hamdan



Board Member
Eng. Hisham
Al-Khuraiji

79%

average service
impact

100%

compliance with
governance standards

660+

total services
provided

240+

beneficiary families
during the third term

82

strategic
partnerships

3

excellence awards

98

official
recommendations

27

board meetings

3.5

SAR in social
investment proceeds

65

million SAR in
endowment capital

138+

million SAR in
total revenue

81

knowledge transfer
beneficiaries



Eng. Faisal bin Saifuddin Al-Samannoudi
Chairman of the Board

Sustained Contribution

I am pleased to present to you the 2024 Annual Performance Report, which reflects our ongoing efforts to strengthen and empower families across the Kingdom.

By the grace of God and with your continued support, Al-Mawaddah Association was able to serve more than 287,000 beneficiaries through a range of impactful programs, including family counseling, training and rehabilitation, women's empowerment, child protection, and media and community initiatives.

We believe that investing in families is an investment in the future of our nation, and for this reason, we remain committed to delivering innovative and sustainable solutions that respond to the evolving needs of families—guided by Saudi Vision 2030, which places the family at the heart of social development.

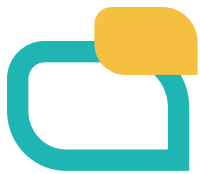
The year 2024 marked a qualitative expansion in our services. We succeeded in enhancing our national and international presence by developing multilingual awareness content and joining the World Family Organization, reflecting the growing trust in our developmental model. We also gave special attention to cultivating strategic partnerships that reinforce our sustainable social impact.

In conclusion, I extend my heartfelt gratitude to the Custodian of the Two Holy Mosques and His Royal Highness the Crown Prince—may God protect them—for their unwavering support of the nonprofit sector.

I also thank His Excellency the Minister of Human Resources and Social Development—Chairman of the National Center for the Development of the Nonprofit Sector—for his pivotal role in strengthening the sector.

My appreciation extends to all those who have contributed to our journey—supporters, partners, board members, and our dedicated team.

May Allah bless your efforts. Together, we build a more stable future and a better quality of life for Saudi families.



Supporting Subcommittees

Audit and Internal Review Committee



Recommendations

Approved
Reports

Meetings



Vice Chair
Mr. Waleed Al-Tuwail
Legal Consultant



Committee Chair
Eng. Bandar Al-Qahtani
Expert in Quality and Institutional Excellence



Committee Member
Dr. Faisal Al-Mahmadi
Legal Auditor



Committee Member
Mr. Bandar Abed
Strategic Expert



Committee Member
Eng. Hisham Al-Khuriji
CEO of Al-Khuriji
Trading & Contracting



Vice Chair
Mr. Khaled Al-Hamdan
Chairman of Al-Hamah
Arabia Trading Company



Committee Chair
Mr. Khaled Qama
Chairman of
Sukoon Holding



Committee Member
Eng. Talal Al-Sarie
CEO of Mubatt



Committee Member
Eng. Riyadh Al-Sawwaf
CEO of ALJE



Committee Member
Mr. Ahmed Basoudan
Executive General
Manager of AutoHub

Investment and Financial Resources Development Committee

Meetings

6

Recommendations

9



Mohammed bin Ali Al-Radhi
CEO

Sustainable Impact

We thank Allah for enabling us to continue our journey at Al-Mawaddah Association for Family Development, and we welcome you to the 2024 Annual Performance Report, which reflects our continued commitment to serving Saudi families and enhancing their quality of life.

The year 2024 was an exceptional year in our journey, as we continued to work towards achieving our strategic objectives, relying on innovation and continuous development in our programs and services. With God's help and your support, we were able to reach thousands of families through quality initiatives, including family training, family counseling, family protection, and women empowerment. We also enhanced our international presence through active participation in global forums.

We believe that investing in the family is an investment in the future of the nation. That's why we have focused on developing our tools and services to meet the evolving needs of families, guided by Saudi Vision 2030, which places the family at the center of building a vibrant and prosperous society.

I extend my sincere thanks to all who contributed to our success – partners, supporters, volunteers, and our dedicated team. I invite you to continue this journey with us in creating a sustainable impact in the lives of Saudi families

500+

Training Programs for
the Team

35 

Professional
Volunteers

592 

National Talents
Recruited

17 

Employees
Honored

58 

Employees

99.84% Volunteer Satisfaction Rate

94% Employee Satisfaction Rate

94.87% Staff Retention Rate

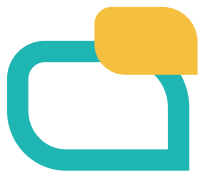
93.56% Team Compliance with Policies and Procedures

71% Saudization Rate (Platinum)

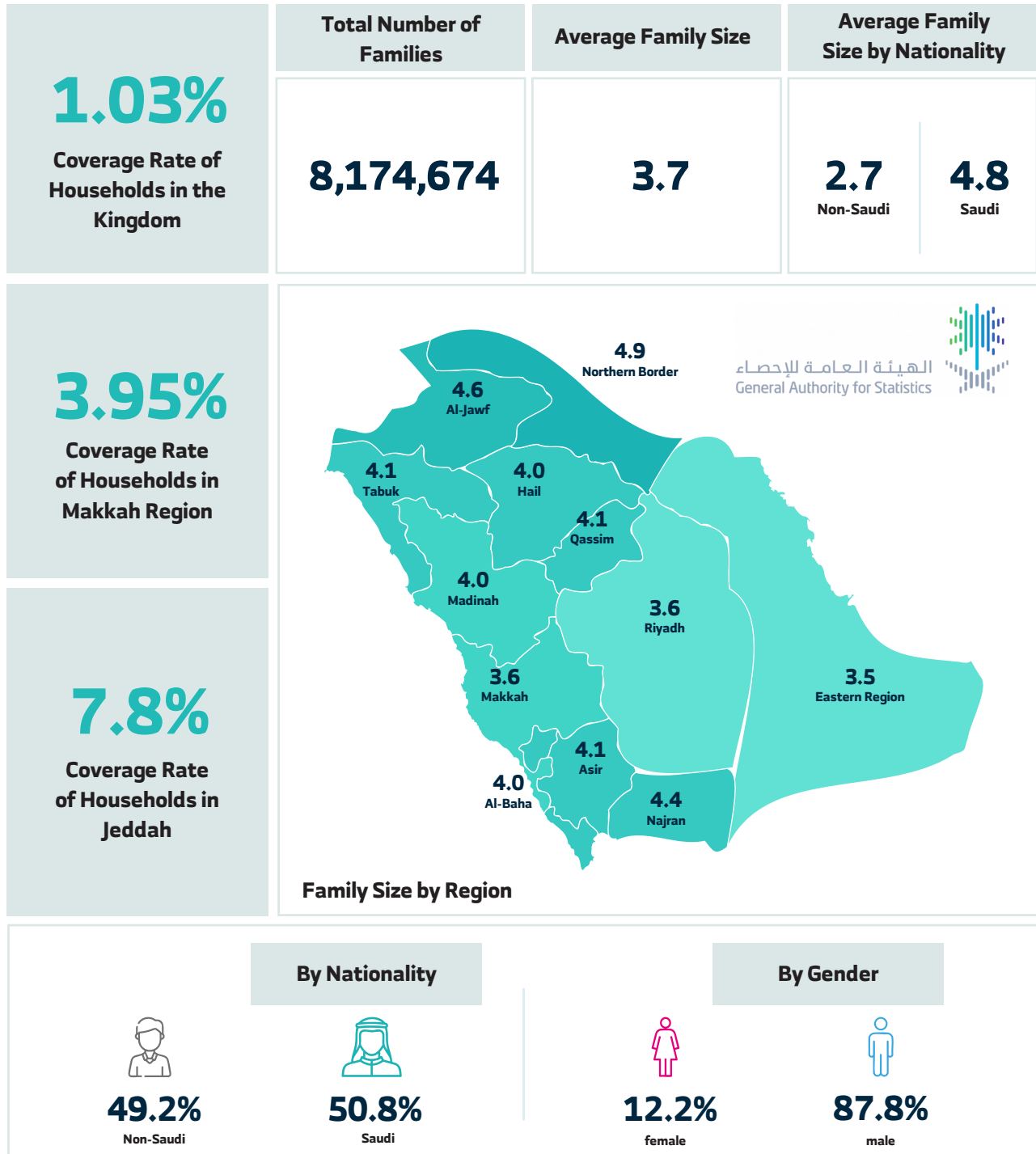
91% Employee (NPS)

**A Dedicated and Reliable Team for
Achieving Tangible Success**

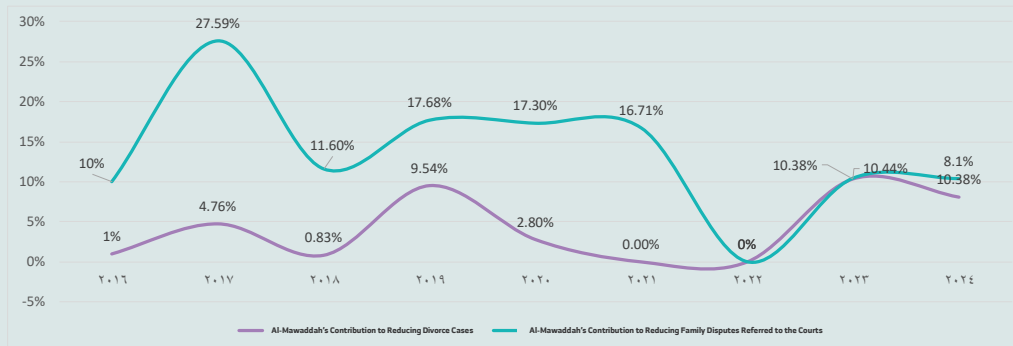




Al-Mawaddah's Coverage Rate of Households in the Kingdom in 2024

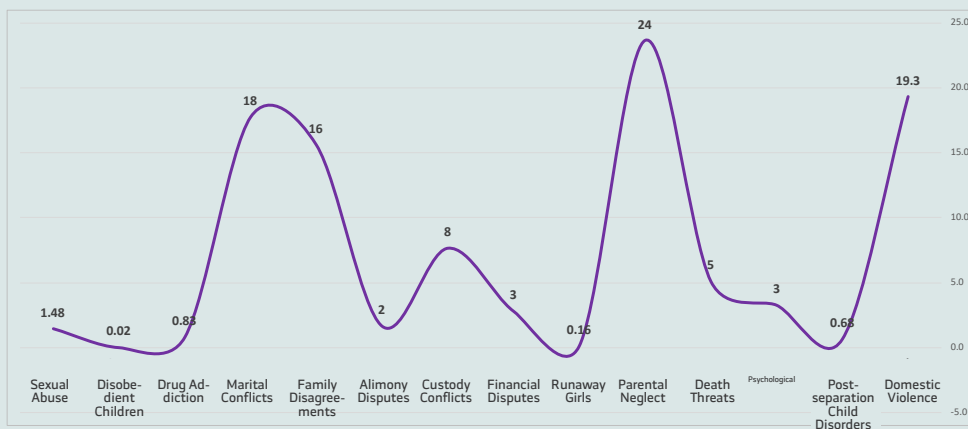


Al-Mawaddah's Contribution Rate in Reducing Divorce and Family Disputes Referred to the Courts



- All of the above statistics are based on divorce and marital dispute records from the Personal Status Courts of the Ministry of Justice.
- The statistics are calculated using the formula: $(\text{Number of Reconciliations by Al-Mawaddah} / \text{Total Documented Cases in the Kingdom}) \times 100 = \text{Dispute Reduction Rate Before Reaching Courts}$

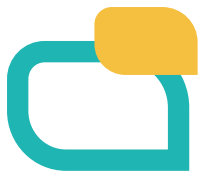
Family Issues in 2024



79%

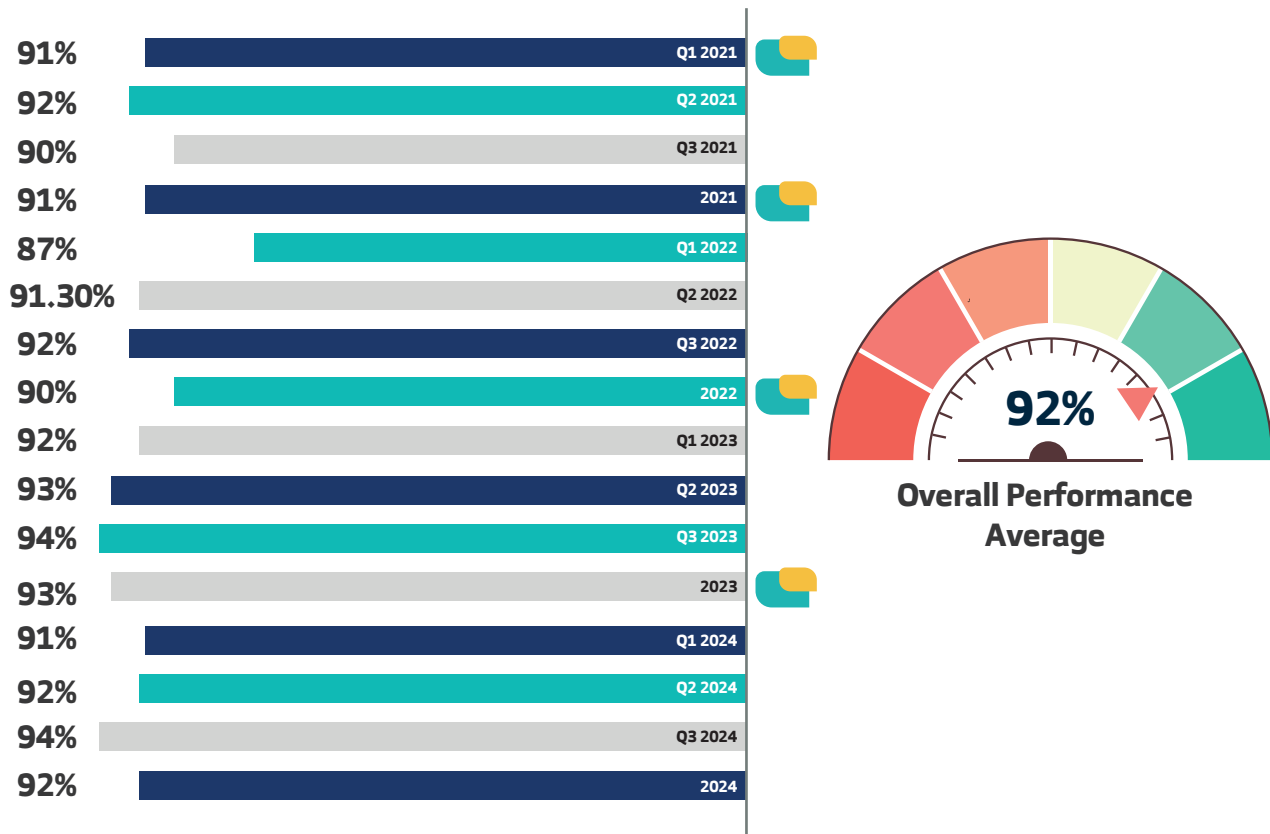
Rate of Improvement in Family Quality of Life





Strategic Performance Summary 2021-2024

Results of the Strategic Performance Analysis 2021-2024



Strategic Objectives Achievement Rate 92%

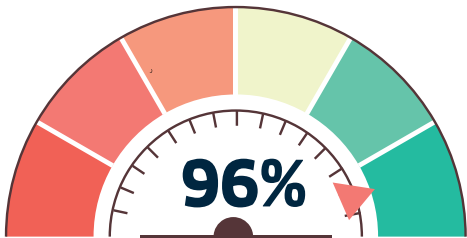
94%	Developing the institutional communication system
94%	Empowering women in their capacity to care for their families
95%	Enhancing operational efficiency
95%	Improving the internal work environment
95%	Ensuring economic sustainability
95%	Protecting children and developing their capacities and skills
96%	Growing and diversifying the association's revenue streams
96%	Contributing effectively to the realization of Vision 2030
97%	Developing effective strategic partnerships
97%	Building and empowering the second line of leadership

84%	Anticipating future needs and priorities of the family
84%	Developing the work environment for digital transformation
84%	Building practitioners' capacities according to approved standards
85%	Activating senior citizens' participation
91%	Attracting volunteers and practitioners
91%	Achieving financial sustainability
92%	Strengthening the role of youth in family and community contexts
93%	Sustaining institutional excellence family and community contexts
93%	Enhancing relationships with stakeholders
93%	Increasing community engagement in supporting family issues
94%	Building a highly competent workforce



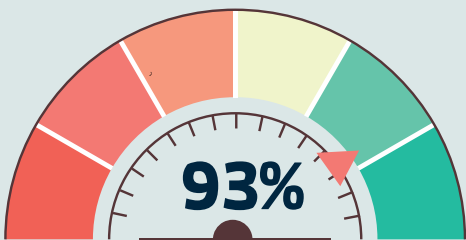
Assessment of Vision, Mission, and Core Values

Vision Assessment



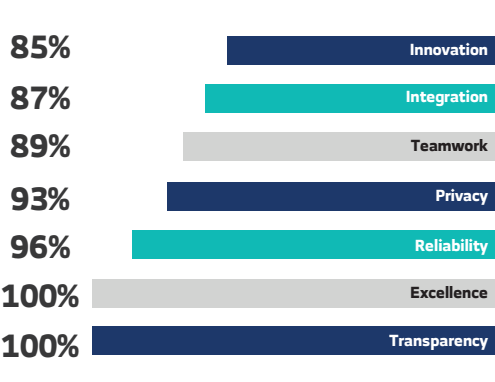
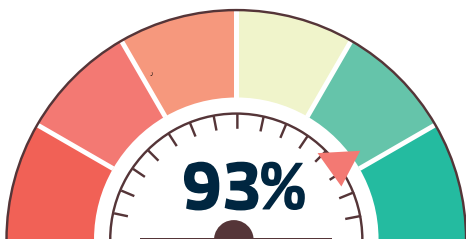
A pioneering model in building sustainable and impactful family solutions in society

Mission Assessment



Improving family quality of life through an innovative and integrated system of qualitative, proactive solutions and impactful partnerships within a supportive and enabling environment

Values Assessment



Al-Mawaddah's Performance Over

22 Years



More than

800

families have benefited from the association's services



80.77%

of families experienced an improvement in their quality of life



Over 29,000

Families reunited with their children



Over 162,000

Trainees who improved the quality of their family life skills



Over 15,000

Female breadwinner empowered vocationally and professionally and supported to provide for her family



Over 40,000 family

cases were resolved before reaching the courts



Over 19

Children treated for developmental and behavioral disorders



Over 5400

Specialists who received professional skill development



Over 26,000

Over Children treated for developmental and behavioral disorders



Over 59,000

Families Protected from Violence



27.47%

Al-Mawaddah's average household coverage rate in Jeddah governorate



13.74%

Al-Mawaddah's average household coverage rate in the Makkah region



1.73%

Al-Mawaddah's average household coverage rate across the Kingdom



61%

Average reconciliation rate among disputing families



Over 500

Employees, consultants, counselors, specialists, and trainers



30

Associations empowered to participate in government projects and tenders



35

Government tenders and projects won by Al-Mawaddah



Over 230

Organizations and institutions honored to adopt Al-Mawaddah's experience



14

Awards for social, institutional, and digital excellence



Over 4000

Volunteers



100%

Compliance rate with governance standards



13

Association branches operating in 6 administrative regions



Over 260

Strategic partnerships established to support family issues





A low-angle, close-up photograph of a person's torso and arm. The person is wearing a white long-sleeved shirt and a dark tie. Their right hand is placed over their chest. The background is a clear, light blue sky. The image has a soft, slightly blurred quality.

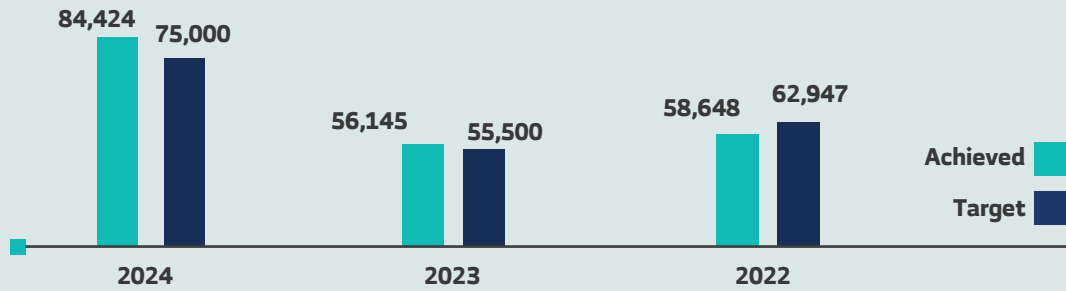
2024

Performance Summary

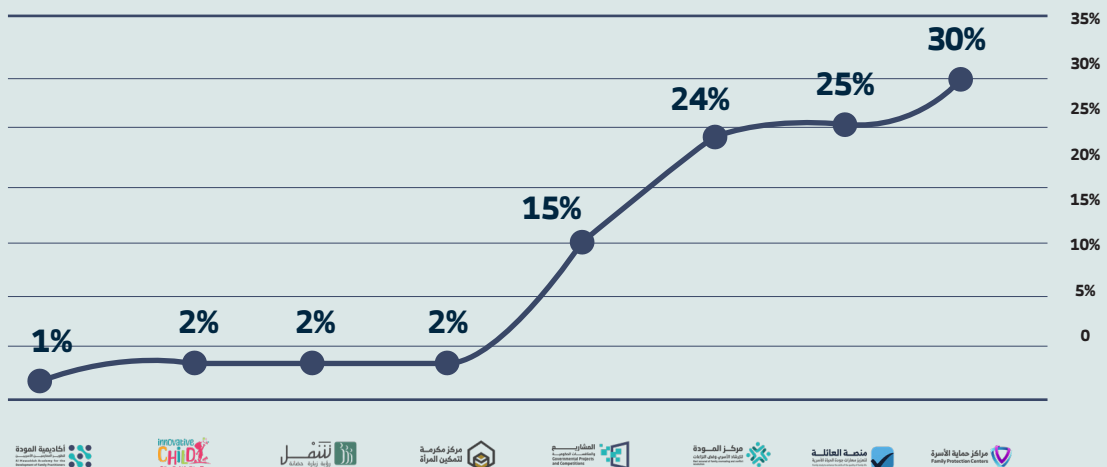


Comparison Between Targeted and Actual Number of Beneficiaries

Comparison with Previous Years



Contribution Rate of Initiatives in Achieving the Target





Outputs and results for the year 2024

84,424

Beneficiary Families

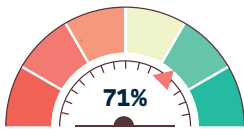
142,833

services provided

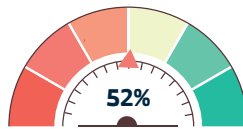
94%

overall average performance rate

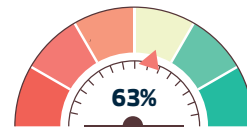
Social Performance



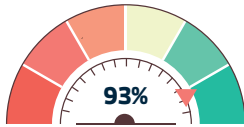
Average Improvement Rate in Family Skills



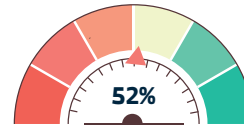
Average Empowerment Rate of Women Beneficiaries



Average Reconciliation Rate

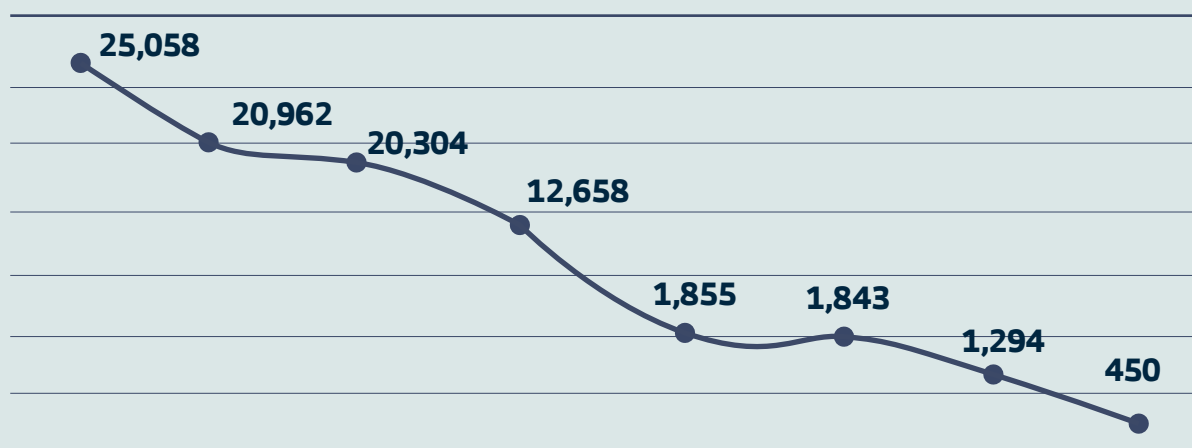


Average Case Closure Rate for Domestic Violence Reports



Average Success Rate of Children Completing the Therapeutic Program

Number of Beneficiaries per Initiative



مركز حماية الأسرة
Family Protection Center

منصة العائلة
Family Support Center

مركز المودة
Family Support Center

مركز المودة
Family Support Center

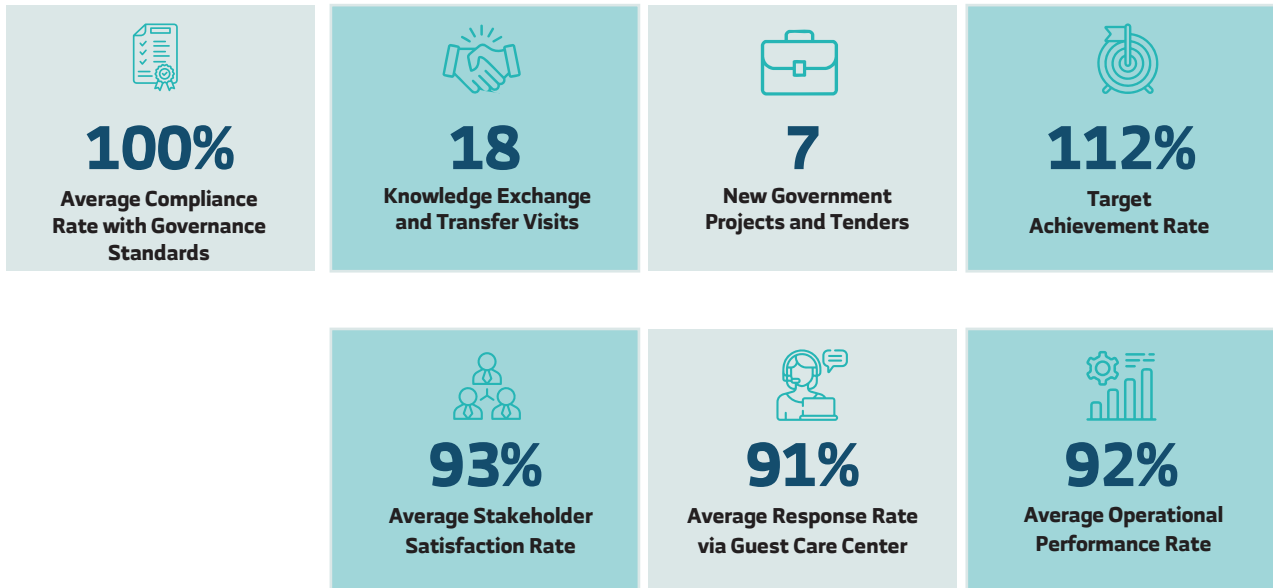
مركز المودة
Family Support Center

مركز المودة
Family Support Center

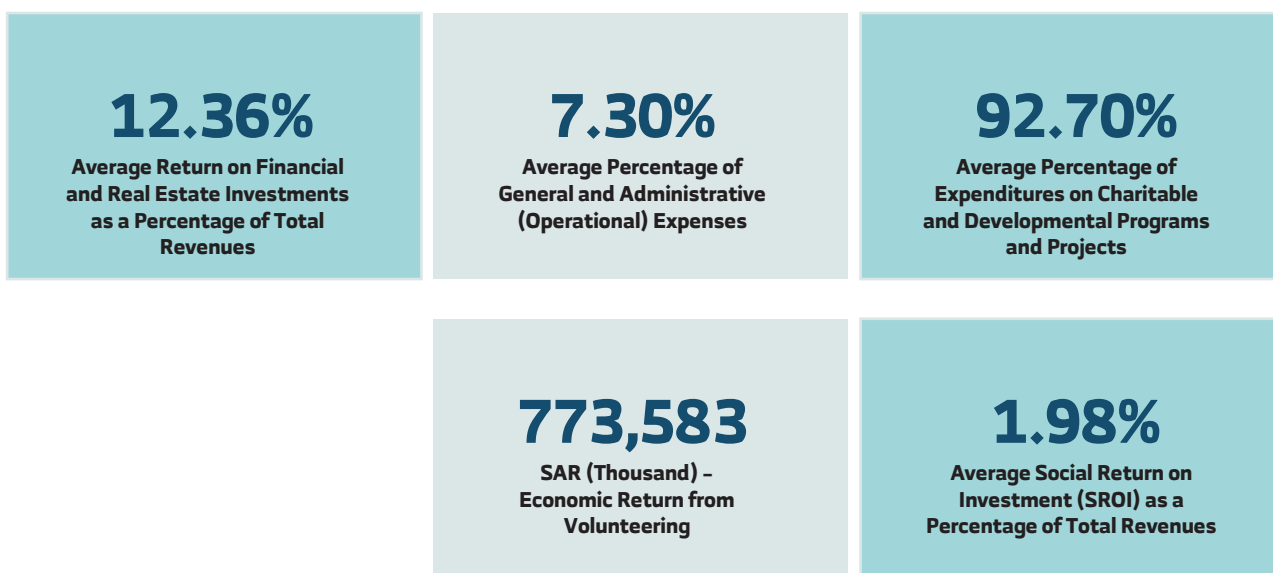
مركز المودة
Family Support Center

مركز المودة
Family Support Center

Institutional Performance

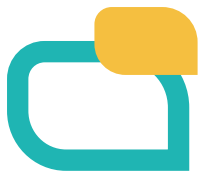


Financial Performance





Impact Portfolio Performance



Impact Portfolio Initiatives

مركز مكرمة
لتمكين المرأة



innovative
CHILD
مركز الطفل المبتكر

مركز المودة
للإرشاد الأسري وفض النزاعات
Rest assured of family counseling and conflict
resolution

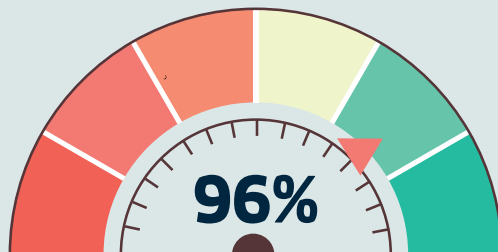


منصة العائلة
لتعزيز مهارات جودة الحياة الأسرية
Family study to enhance the skills of the quality of family life



Impact Portfolio Indicators (Outputs, Outcomes, and Impact)

No	Indicator	Target	Achieved	Achievement Rate
1	Number of Beneficiaries	48,088	44,418	92%
2	Number of Services	54,229	50,090	92%
3	Number of Training Courses	324	353	100%
4	Number of Sales Outlets	104	105	100%
5	Number of Training Kits Developed	3	12	100%
6	Beneficiary Satisfaction Rate	97%	93%	96%
7	Rate of Improvement in Family Skills Among Beneficiaries	75%	71%	94%
8	Rate of Empowered Female Beneficiaries	50%	52%	100%
9	Rate of Increase in Moral Values Among Children	77%	74%	96%
10	Rate of Resolved Cases through Reconciliation	70%	63%	90%



Average
Performance

منصة العائلة

لتعزيز مهارات جودة الحياة الأسرية

Family study to enhance the skills of the quality of family life



The Family Platform

Donor Partners



مؤسسة سليمان بن عبد العزيز الراجحي الخيرية
Zulayhi Bin Abdul Aziz Al Rajhi Charitable Foundation

مؤسسة أبوغزالة للتنمية الاجتماعية

AbuGhazalah Foundation for Social Development



مؤسسة
جسر عباس شريعتي
لخدمة المجتمع



عبد القادر المهديب
لخدمة المجتمع
Abdulqadir Al Muhaddib Social Foundation

المركز الوطني
للتعليم الإلكتروني
National eLearning Center

License No
2242132365741812

المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation

License No
2000134601688940



About the Family Platform

**The Family Platform
aims to enhance family
quality of life skills.**



Watch the platform

The Family Platform is an innovative model that leverages modern technologies and advanced learning methods to provide an effective and engaging training experience. The platform is based on the analysis of family needs and target segments, using field studies conducted by the association and analysis of the most prominent family issues and challenges reported through psychological and social support services. This process helps shape a tailored training content that en-

hances the interactive family training experience

It also offers an asynchronous training environment through an advanced Learning Management System (LMS), enabling beneficiaries to access training courses anytime and from anywhere

The platform offers 19 asynchronous training courses, featuring continuously updated content that aligns with evolving family and social dynamics, in collaboration with a select group of experts in psychology, social work, health, and education

Platform services



**Online Assessment
Tests**



**Virtual
Training**



Family Awareness

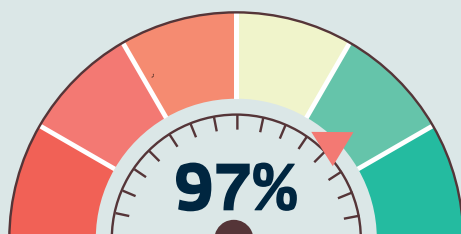


Virtual Counseling

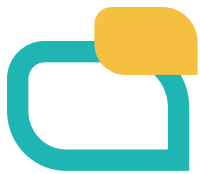


Key Performance Indicators of the Platform

Indicator No	Indicator	Target	Achieved	Achievement Rate
S4-1	Number of Training Packages Developed	3	13	100%
S4-2	Number of Beneficiaries from the Platform	22,703	20,962	92%
S4-3	Number of Strategic Partnerships Established	5	5	100%
S4-4	Number of Training Courses Delivered	235	246	100%
S4-5	Percentage Increase in Children's Ethical Values	77%	89%	100%
S4-6	Percentage Increase in Family Skills Among Beneficiaries	75%	71%	94%
S4-7	Percentage Increase in Youth Awareness of the Value of Family	65%	61.5%	94%
S1-4	Beneficiary Satisfaction Rate	97%	96%	98%

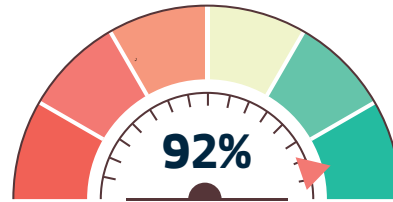


**Average
Performance**

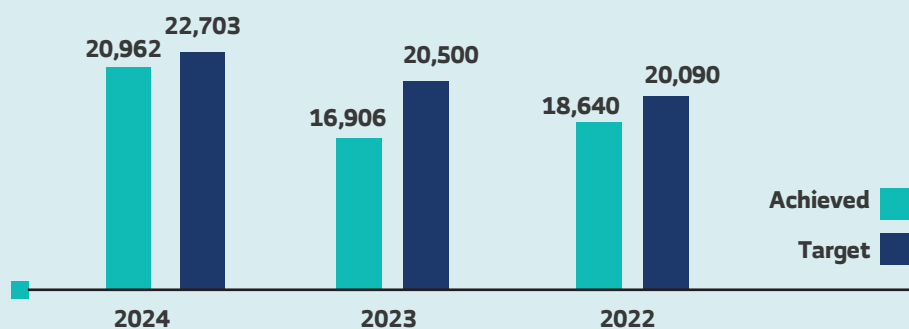


Platform outputs and results

Achievement Rate of the Target



Comparison of Beneficiary Numbers from Previous Years



1%
Children

5%
Youth

38%
Males

56%
Females

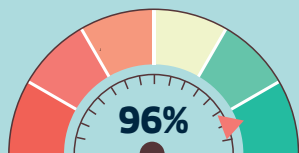
20,962
Beneficiaries

13
Training Kits
Developed

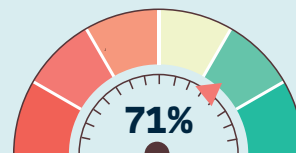
246
Training Courses

348
Beneficiaries of the
Assessment Tools

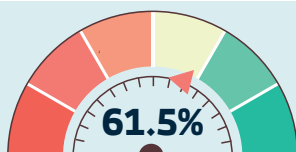
1391
Male and Female Students
Participated in the "Values
Planting Challenge"



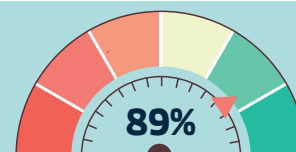
beneficiary satisfaction rate



increase in life skills
among beneficiaries



increase in youth awareness of
the value of family



increase in moral values
among children



Key Highlights of the Family Platform in 2024



Under the patronage of His Highness Prince Saud bin Abdullah Al-Jalawi, Governor of Jeddah, the second season of the “Values Planting Challenge” program was launched, focusing on producing value-driven short films through the Family Platform.

منصة العائلة

لتعزيز مهارات جودة الحياة الأسرية

Family study to enhance the skills of the quality of family life



Launch of the Virtual Counseling Service through the Family Platform – offered free of charge.



جلسة

د. الحسين السيد أخصائي إرشاد نفسي واضطرابات
المراهقين وتعديل السلوك

★★★★★

مجاني

احجز الجلسة الآن



جلسة

أ. فاطمة الفحطاني مستشارة علاقات أسرية و
زوجية

★★★★★

مجاني

احجز الجلسة الآن



جلسة

أ. عائشة آل مشاري أخصائية اجتماعية ومستشارة
علاقات أسرية وزوجية

★★★★★



جلسة

د. مجدي بخاري أخصائي إرشاد نفسي وعلاقات
زوجية وتعديل السلوك

★★★★★



Key Highlights of the Family Platform in 2024

Awards Ceremony for the “Values Planting Challenge”, showcasing short films created by university students.

1391

student participants

76

student participants



7

participating
universities





Key Highlights of the Family Platform in 2024

Winning Films of the “Values Planting Challenge” Award



Watch the film



Watch the film



Watch the film



Watch the film



Watch the film



Watch the film



مركز المودة

للإرشاد الأسري وفض النزاعات

Rest assured of family counselling and conflict resolution



Al-Mawaddah Family Counseling Center

Donor Partners



License No. 190400000056



About the Center



Through the Al-Mawaddah Center for Family Counseling and Dispute Resolution, we provide telephone counseling, in-person counseling, and online counseling services, all of which are responded to within 48 hours.

Additionally, psychological and social support services are offered through dedicated consultation booths in shopping malls and correctional facilities, in collaboration with the General Directorate of Prisons in the Makkah Region, as well as at the offices of partner entities.

These services are delivered by a team of qualified and certified counselors, who are experts in the field and operate according to Al-Mawaddah's professional standards.

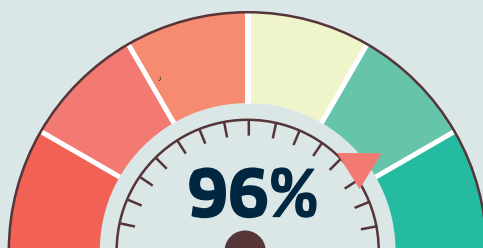
Center Services

Community Counseling Services	 Support Groups	 In-person Counseling Offices	 Family Counseling Center
	 Taradhi Platform	 Virtual Counseling	 Online Counseling
Specialized Counseling Projects	 Counseling Clinics in Prisons	 Counseling Clinics for Pilgrims and Umrah Visitors	 Counseling Clinics for Corporate Retirees
Consultative and Foundational Services	 Establishment of Family Counseling Centers	 Strategic and Operational Planning for Counseling Centers	 Government Projects and Tenders
Practitioner Qualification and Certification	 Professional Fellowship in Family Counseling	 Professional Certifications in Family Counseling	 Assessment Tests and Job Standards Compliance



Key Indicators of Al-Mawaddah Family Counseling Center

Indicator No	Indicator	Target	Achieved	Achievement Rate
S2-1	Number of Beneficiaries of Reconciliation and Conflict Resolution Services	20,809	20,304	97%
S2-2	Number of Reconciliation Sessions for Beneficiary Families	23,727	26,630	100%
S2-5	Number of Reintegration and Gradual Transition Cases	720	1111	100%
S2-6	Number of Reintegration and Gradual Transition Sessions	4320	6220	100%
S2-7	Number of Strategic Partnerships with Relevant Entities	3	4	100%
S2-8	Success Rate of Reintegration and Gradual Transition Sessions	70%	62%	88%
S2-9	Percentage of Cases Concluded with Reconciliation	70%	63%	90%
S1-3	Beneficiary Satisfaction Rate	97%	95%	98%

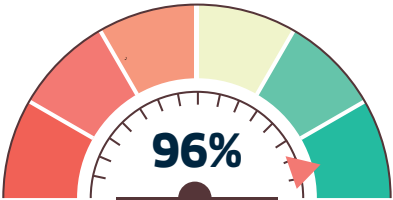


**Average
Performance**

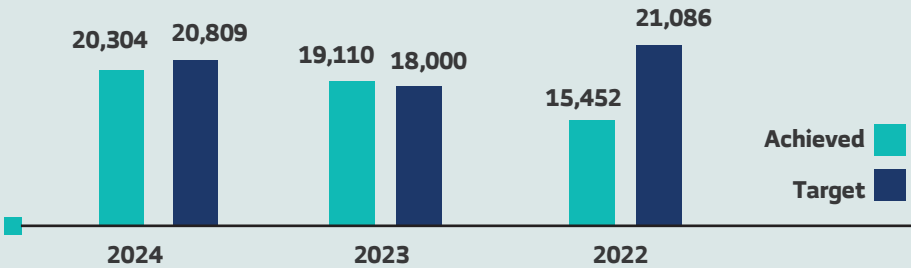


Center Outputs and Results

of Target
Achieved



Comparison of Beneficiary Numbers with Previous Years



6220

Preparation and
Gradual Reconciliation
Sessions

4502

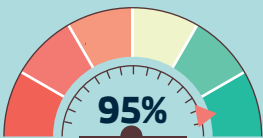
Beneficiary of prison
counseling clinics

26,630

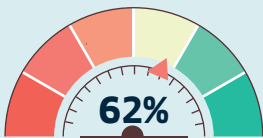
Counseling Sessions

20,403

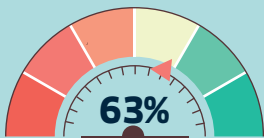
Beneficiaries



Beneficiary
Satisfaction Rate



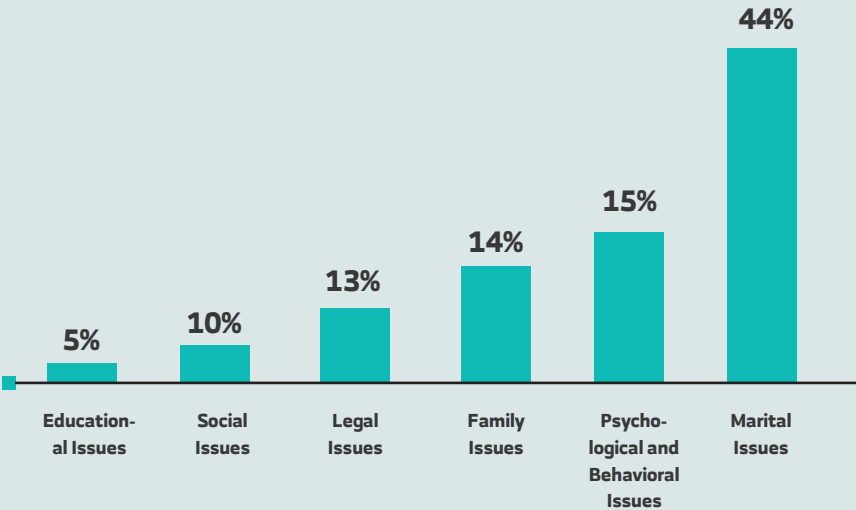
Average Success Rate
of Preparation and
Gradual Reconciliation
Sessions



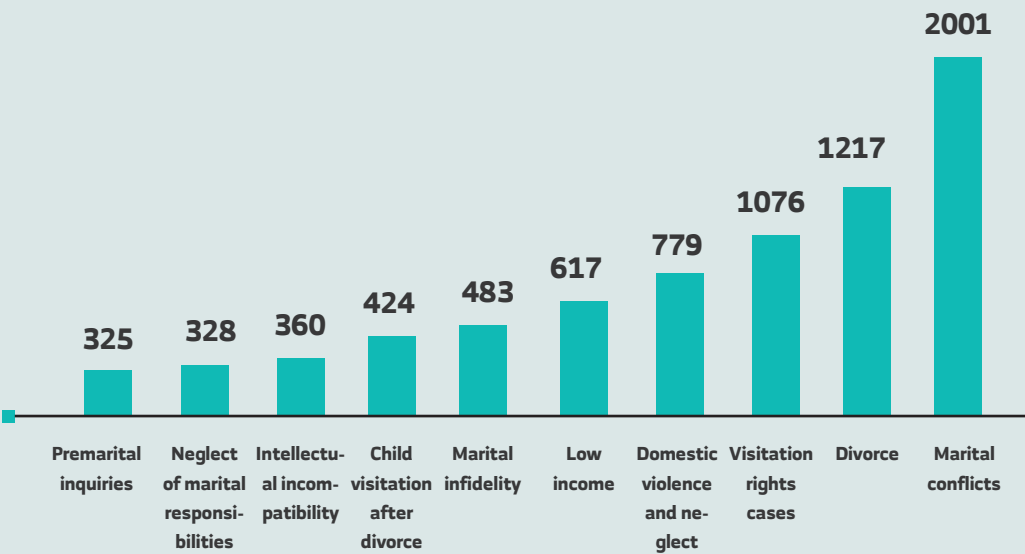
Average Rate of
Cases Concluded with
Reconciliation



Analysis of Key Issues Reported in 2024

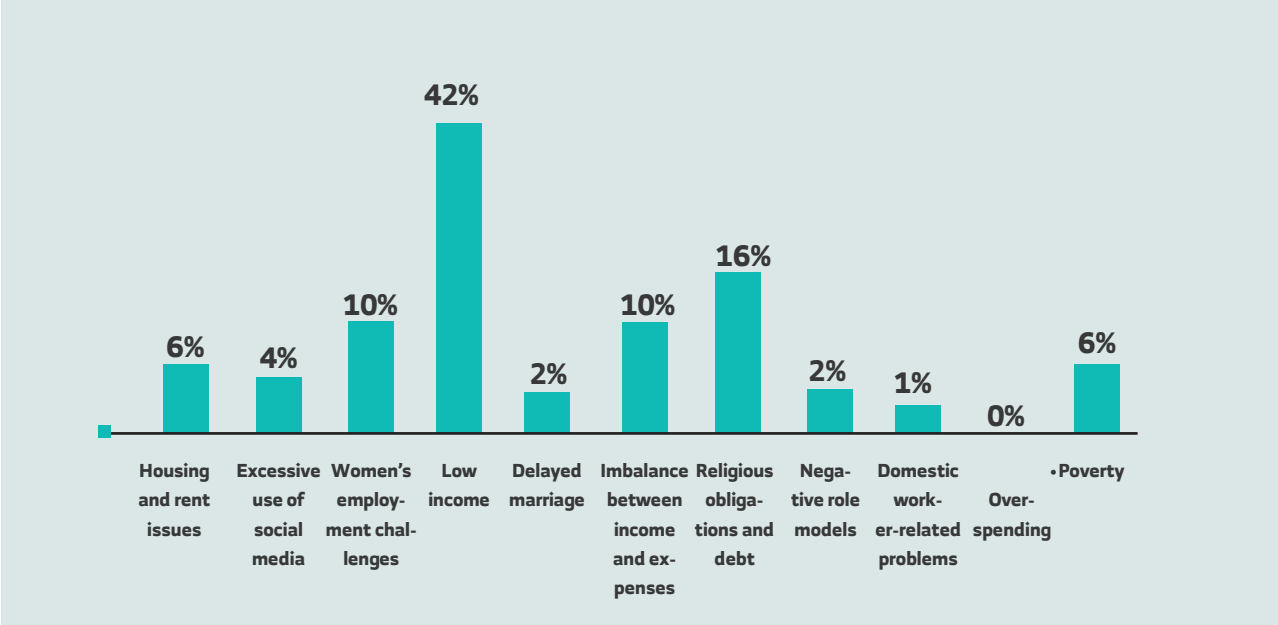


Analysis of the Most Reported Issues at Al-Mawaddah Center – 2024

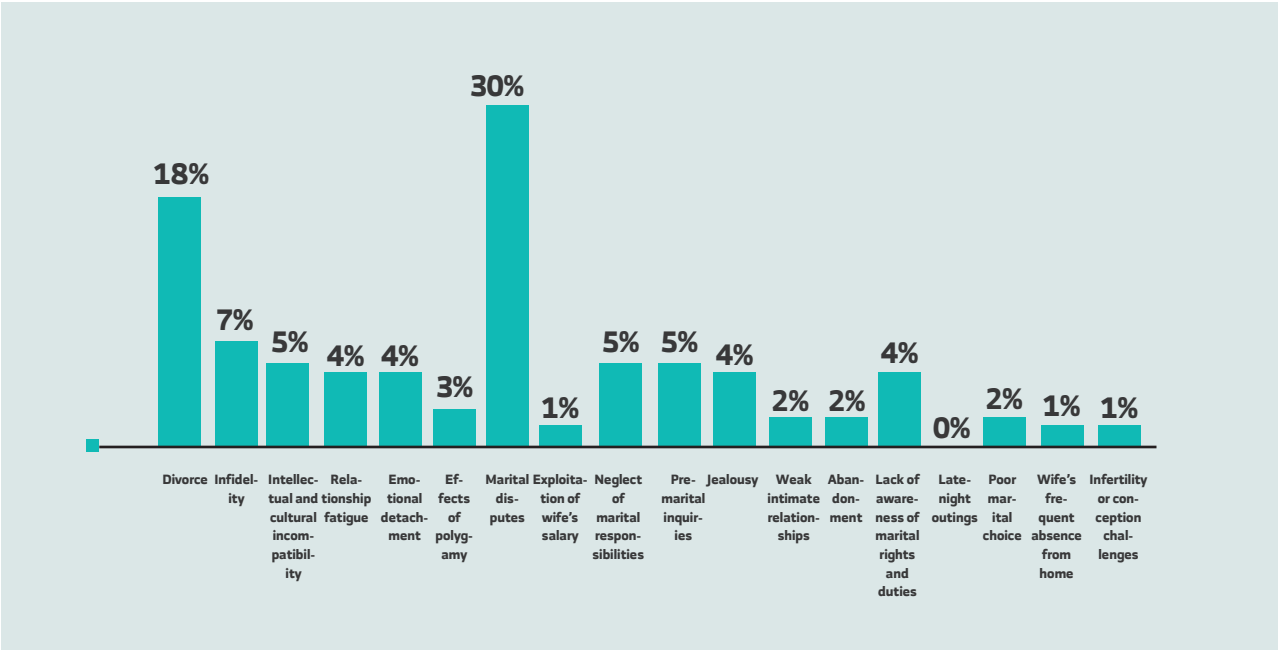


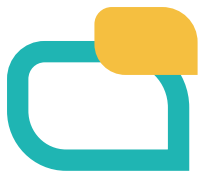


Classification of Social Issues

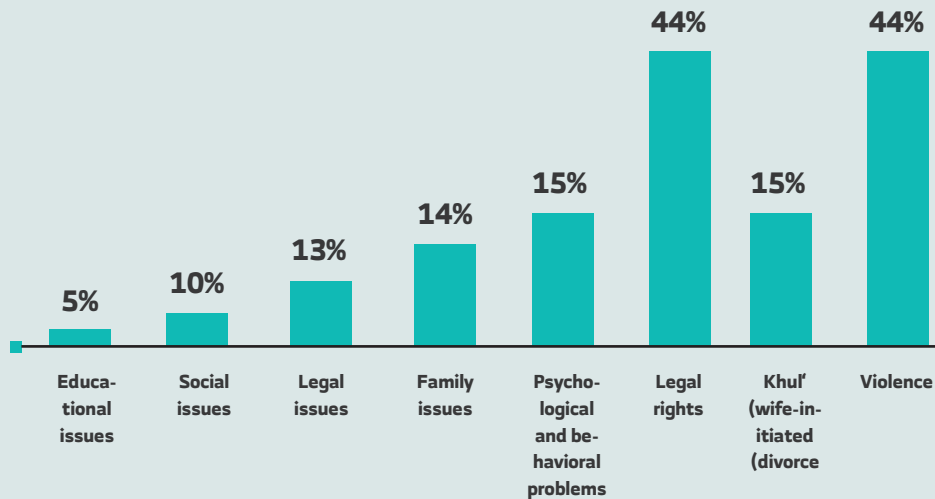


Classification of Marital Issues

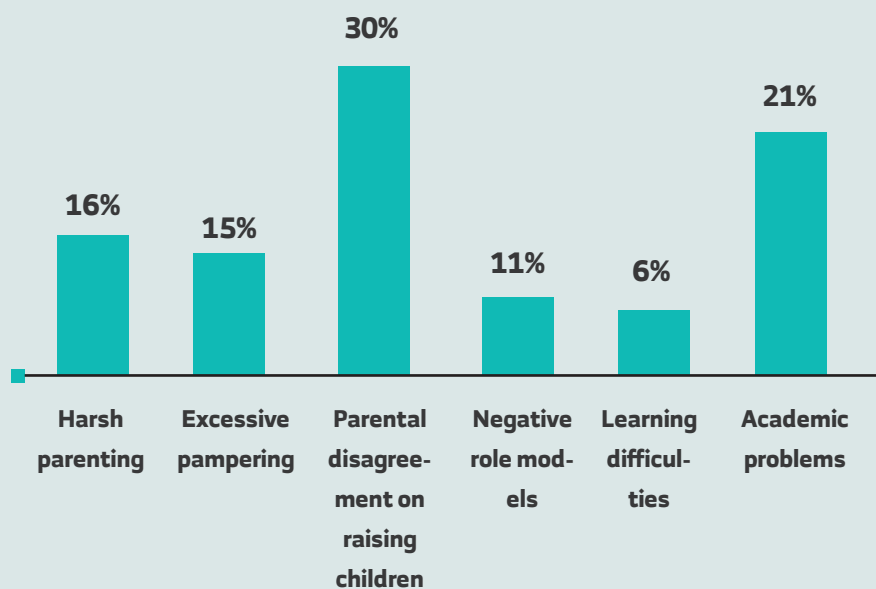




Classification of Personal Status Issues

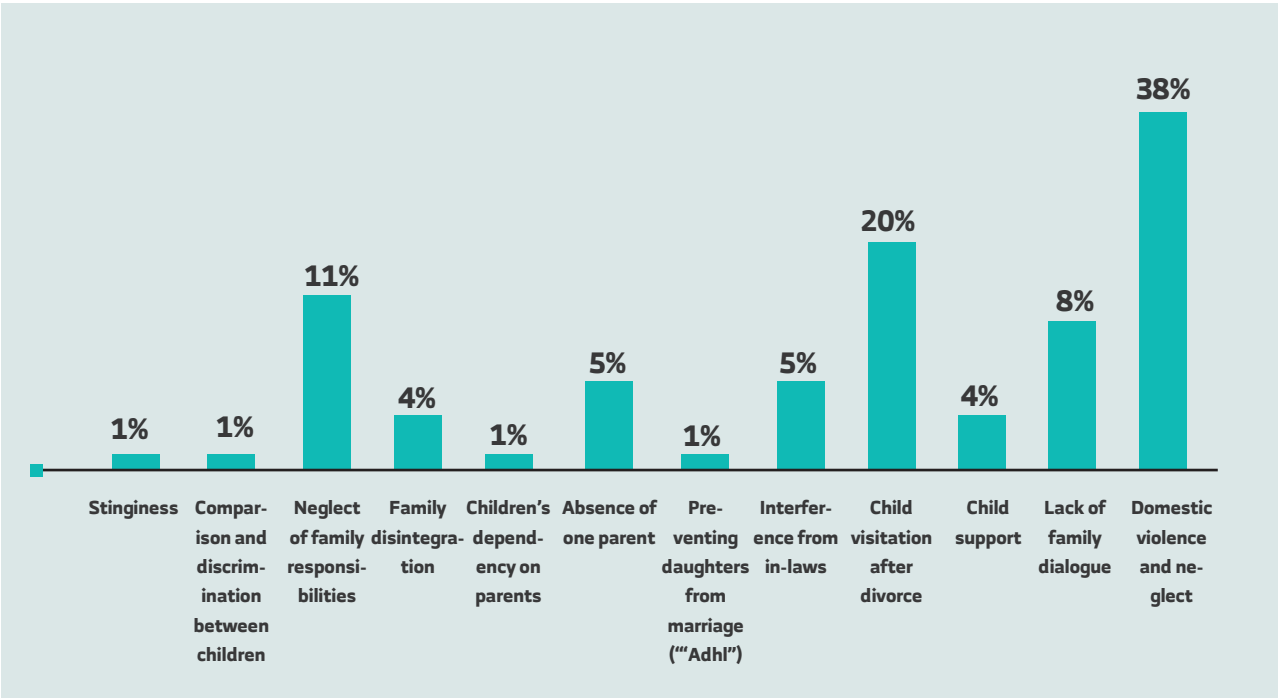


Classification of Educational Issues

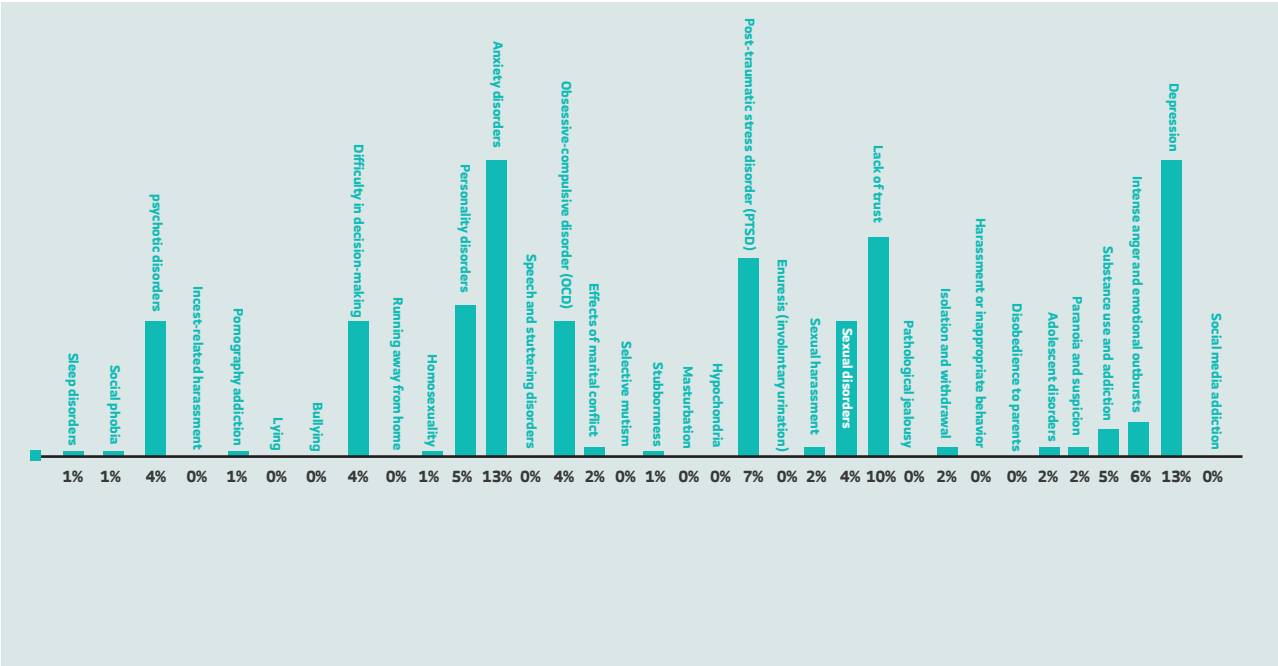




Classification of Social Issues



Classification of Psychological and Behavioral Issues





The Association's Evidence-Based Practices in Providing Family Counseling Services

Participation in the Saudi Family Forum 2024, organized by the Family Affairs Council

A photo from the visit of His Excellency the Minister of Human Resources and Social Development and His Excellency the Minister of Education to Al-Mawaddah's booth at the forum, during which family counseling services were provided





Al-Mawaddah Association's Experience in Family Counseling

Family Counseling Statistics at Al-Mawaddah Association



مركز مُكرّمة
لتمكين المرأة



Mukarrama Center for Women Empowerment

Donor Partners





About Mukarrama Center



The center aims to empower female breadwinners who are unable to support their families by equipping them with vocational and technical skills, thereby transitioning them from need to productivity.

The center aims to empower women through vocational and technical training, counseling, support, employment, production, access to sales outlets, and home ownership for female breadwinners from among the association's beneficiaries, social security families, and low-income households.

The goal is to equip them with the necessary skills to launch micro-enterprises or secure suitable employment, enabling them to live a dignified and stable life, and transitioning them from dependence to productivity.



Center Services



Employment
and Sales
Outlets



Career and
Entrepreneurial
Counseling



Vocational
and Technical
Training



Home Ownership

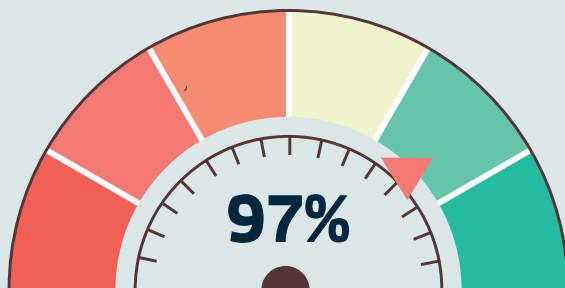


Support and Financing



Key Performance Indicators of Mukarrama Center for Women Empowerment

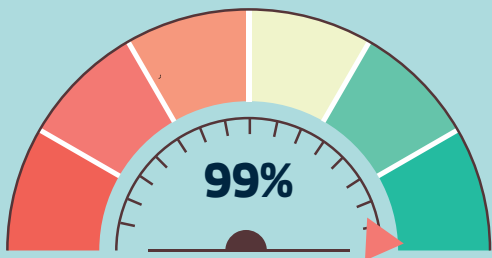
Indicator No	Indicator	Target	Achieved	Achievement Rate
s1-1	Number of Female Trainees	1876	1855	99%
s1-2	Number of Training Courses	89	72	81%
s1-3	Number of Strategic Partnerships Signed with Makrama Center	5	9	100%
s1-4	Number of Temporary Sales Outlets	104	105	100%
s1-5	Number of Permanent Sales Outlets Established	120	2	1.66%
s1-6	Number of Women Provided with Housing	14	14	100%
s1-7	Percentage of Beneficiaries Who Were Empowered	50%	52%	100%
s1-2	Beneficiary Satisfaction Rate (Female Beneficiaries)	97%	95%	98%



**Average
Performance**



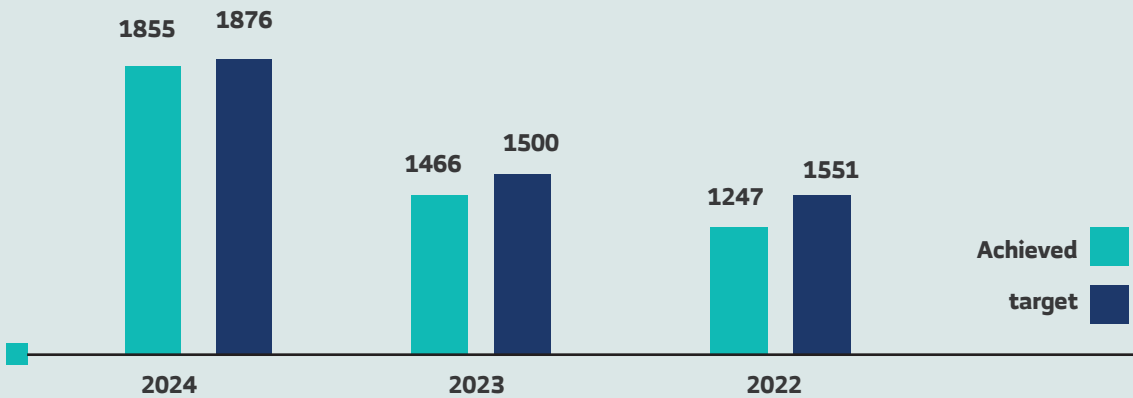
Outputs and Results of Mukarrama Center



99% of Target Achieved



Comparison of Beneficiary Numbers with Previous Years



105

Sales Outlets

1400

Counseling Sessions

72

Vocational and
Technical Training
Courses

1855

Female Beneficiaries

91

Women Developed Their
Projects After Training

1066

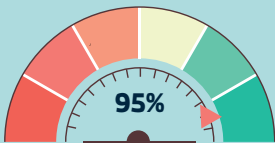
Women Received
In-Kind and Financial
Support

14

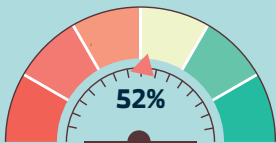
Housing Units
Delivered

41

Women Empowered
with Sewing
Machines



Average Satisfaction Rate
of Female Beneficiaries



Empowerment Rate of
Female Beneficiaries

91

Women Were
Employed

173

Women Started Their
Own Businesses After
Training



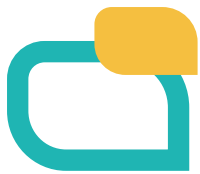
Photos from the Handover of Safe Roof Housing Units



14 Housing Units Delivered to the Most Vulnerable Women



الإسكان التنموي
Developmental Housing



Photos from Mukarrama Center Events





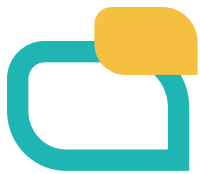
Photos of Mukarrama Center Products





Innovative Child Center

Donor Partners



About the Center

About the Center
The center aims to enhance and develop children's skills to help them become emotionally and socially safe and stable.



The Innovative Child Center was established to treat childhood disorders through counseling sessions focused on behavior modification. The center specifically targets children with developmental and behavioral disorders, and services are provided by a team of specialized female consultants experienced in the field of childhood developmental disorders.

Center Services



Seasonal
Camps for
Children



Child Capacity
Building
Programs



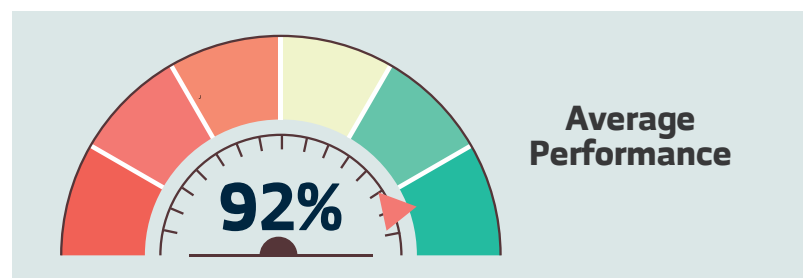
Daycare
Services for
Children of
Working
Mothers



Childhood
Disorders
Treatment
Clinic

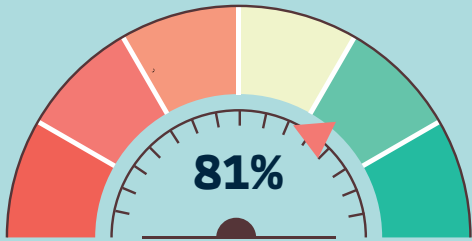
Key Performance Indicators of the Innovative Child Center

Indicator No	Indicator	Target	Achieved	Achievement Rate
s3-12	Number of Children Benefiting from the Innovative Child Center	1600	1294	81%
s3-13	Number of Services Provided at the Innovative Child Center	3040	6771	100%
s3-15	Percentage of Children Who Completed the Therapeutic Program	60%	52%	87%
s3-16	Percentage of Positive Change in Children's Skills	85%	88%	100%





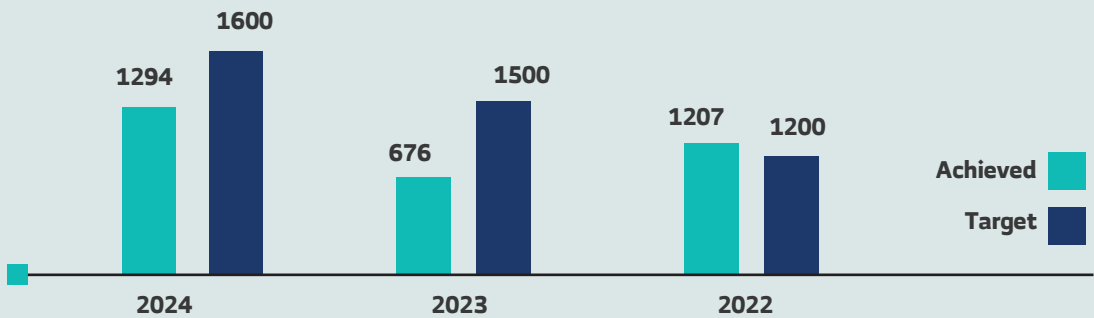
Center Outputs and Results



of Target Achieved



Comparison of Beneficiary Numbers with Previous Years



402

Children Participated in
Events and Activities

517

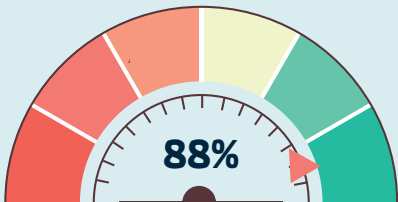
Children Benefited
from Daycare Services

777

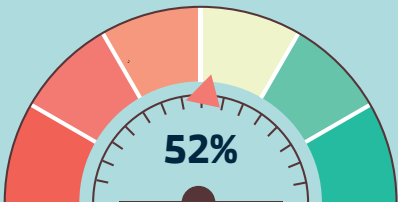
Children Benefited from
Developmental Disorder
Treatment

1294

Children



Positive Change in Children's Skills



of Children Successfully Completed
the Therapeutic Program



Photos from the Activities of the Innovative Child Center



The background image is an aerial photograph of a modern city skyline. A prominent skyscraper with a unique, angular design is the central focus. To its left, another tall building features a grid-like facade. In the foreground, a multi-level highway interchange with several lanes of traffic is visible, surrounded by palm trees and urban infrastructure. The sky is a pale, hazy blue. Overlaid on the image are three large, semi-transparent geometric shapes: a teal circle in the top right, a yellow circle in the center, and a dark teal circle at the bottom right containing the text.

Performance of the Tenders Management and Social Investment Portfolio

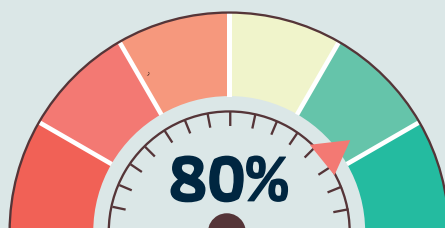


Initiatives of the Government Projects and Tenders Portfolio



Key Performance Indicators of the Tenders and Social Investment Portfolio

.No	Indicator	Target	Achieved	Achievement Rate
1	Number of Beneficiaries	16,300	40,009	100%
2	Number of Services	55,003	92,793	100%
3	Number of International and Local Partnerships	2	0	0%
4	Percentage of Specialists Certified After Training	85%	85%	100%
5	Beneficiary Satisfaction Rate	97%	90%	92%
6	Number of Completed Family Research Studies	3	10	100%
7	Total Return from Social Investment	700,933	554,340	99%
8	Total Value of New Tender Contracts Executed in 2024	20M	8,911,782	45%
9	Total Revenue from Current Tenders	29,602,970	13,427,552	45%
10	Project Completion Rate	100%	100%	100%
11	Number of Reported Project Violations	0	0	100%



**Average
Performance**



Toll Payment



Government Projects and Tenders

Partners





Key Performance Indicators of Government Projects and Tenders

.No	Indicator	Target	Achieved	Achievement Rate
s6-3	Project Completion Rate Against Target	100%	100%	100%
s6-4	Number of Reported Violations on Projects	0	0%	100%
s6-5	Association's Profit Margin from Projects	30%	38%	100%



**Average
Performance**



Government Projects and Tenders

Project No. 1	 Operation of Protection Centers in the Western Region	Project No. 2	 Operation of Protection Centers in the Southern Region
90%	Project Completion Rate According to Owner's Completion Certificates	100%	Project Completion Rate According to Owner's Completion Certificates



Government Projects and Tenders

Project No. 3	 Monitoring Project for Foster Families and Assigned Orphans	90%	Project Completion Rate According to Owner's Completion Certificates
Project No. 4	 Governance Project for Integration Between the Council and Regions	51%	Project Completion Rate According to Owner's Completion Certificates
Project No. 5	 "Khayrukum Li Ahluh" Project ("Your Goodness Begins at Home")	18,81%	Project Completion Rate According to Owner's Completion Certificates
Project No. 6	 Needs Assessment Project for Beneficiaries of the Martyrs' Fund	44%	Project Completion Rate According to Owner's Completion Certificates
Project No. 7	 Field Social Case Study Project	29%	Project Completion Rate According to Owner's Completion Certificates
Project No. 8	 Field Social Case Study Project (Repeated Entry)	-	Project Completion Rate According to Owner's Completion Certificates
Project No. 9	 Social Security Families Survey	100%	Project Completion Rate According to Owner's Completion Certificates
Project No. 10	 Inflation Impact Study	90%	Project Completion Rate According to Owner's Completion Certificates



مركز كفاءة
للتطوير المهني للممارسين المختصين
Kaffa Center for Professional Development
for Specialized Practitioners



Keffa Center for Professional Development of Specialized Practitioners



About the Center

The center aims to develop the skills of family specialists and practitioners.

Through this program, we seek to restructure the local market for professionals by offering academic-certified and internationally and locally licensed training and qualification programs for practitioners and specialists.

These programs include:

- Family Reconciler Preparation
- Family Counselor
- Family Trainer
- Family Researcher
- Psychological Specialist
- Child Behavior Modification Specialist

All delivered through training programs and professional diplomas, based on Al-Mawaddah's recognized professional and ethical standards.

Center Services



**Innovation Forum
for Family-Oriented
Products**



**Qualification of
Specialists and
Practitioners**



**Family Development
Impact Lab**

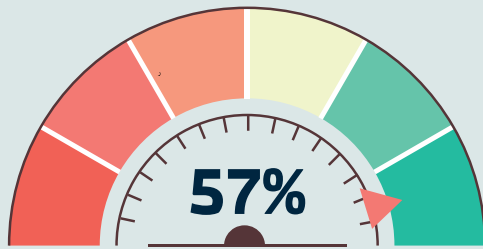


**Quality Mark for
Parent-Friendly
Environments**



Key Performance Indicators of Keffa Center for Professional Development

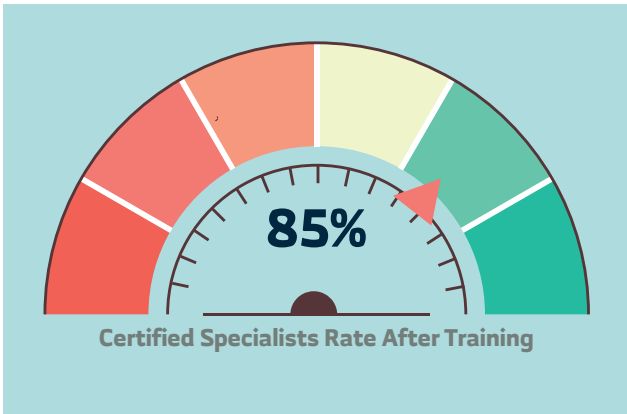
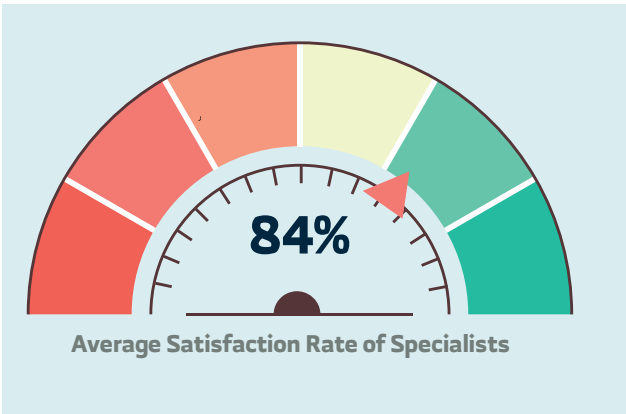
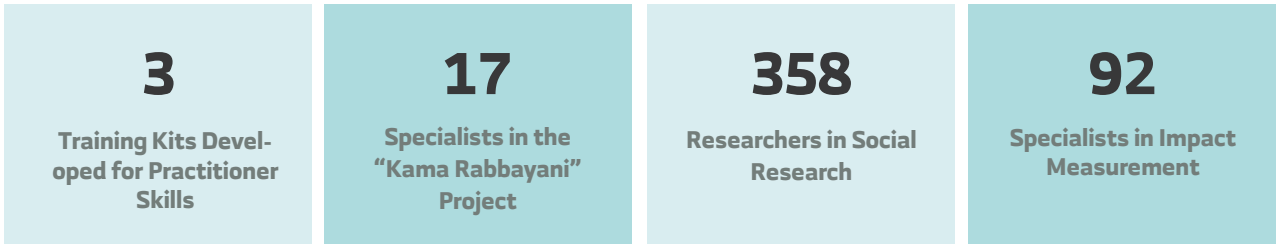
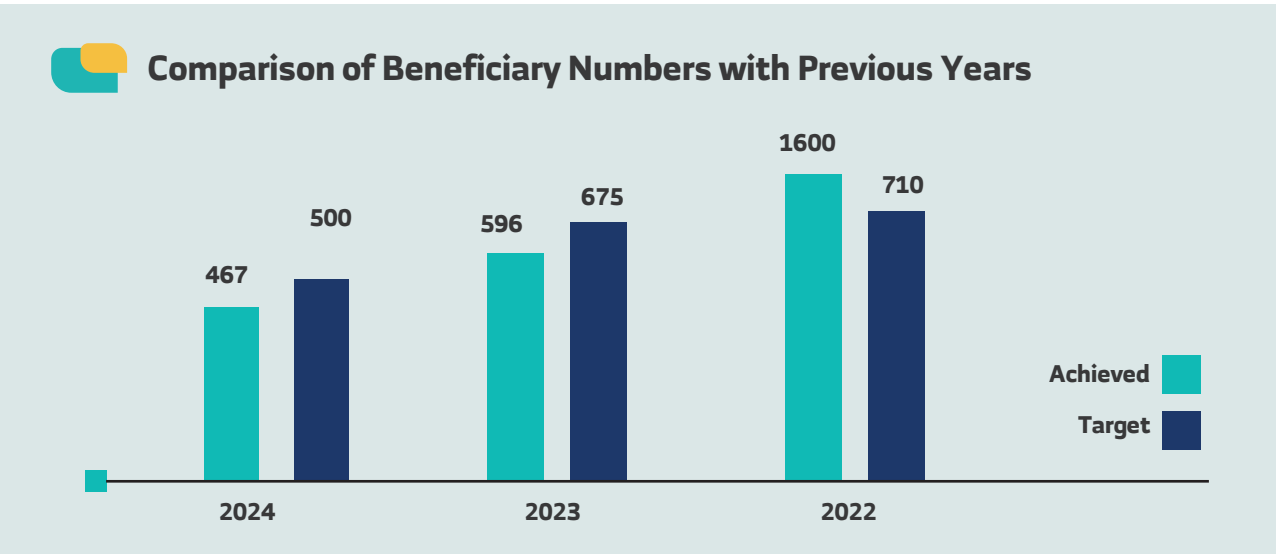
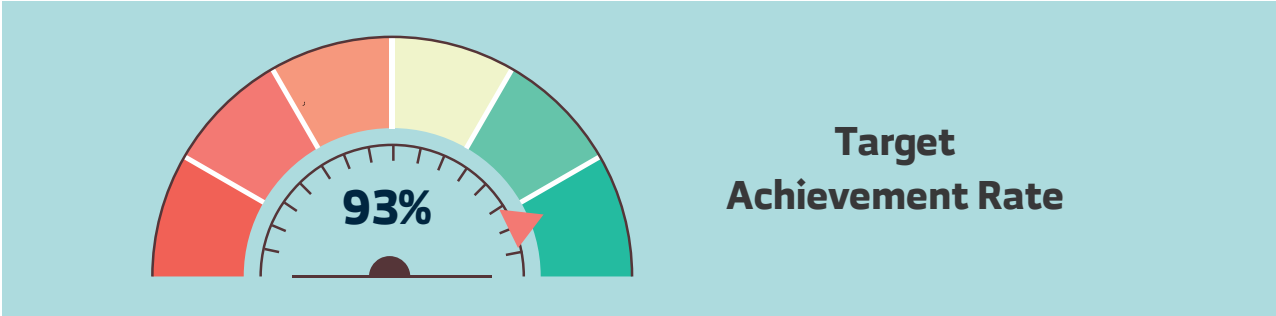
.No	Indicator	Target	Achieved	Achievement Rate
6-1س	Number of Beneficiaries from Skills Development for Specialists	500	467	93%
6-2س	Number of International and Local Partnerships	2	0	0%
6-4س	Percentage of Specialists Certified After Training	85%	85%	100%
1-7ص	Beneficiary Satisfaction Rate for Keffa Center	97%	90%	93%



**Average
Performance**



Center Outputs and Results

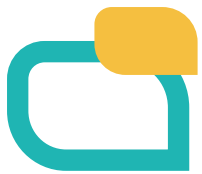


مراكز حماية الأسرة
Family Protection Centers



Family protection centres

Government Tender



about the centers

The centers aim to protect women and children by providing a safe and stable environment

We aim to protect families from domestic violence and provide a safe environment for children by intervening in crisis situations, assessing cases, and implementing rehabilitation programs for protection against violence.

These efforts are supported by a range of other programs targeting all family members through counseling sessions delivered by the violence protection rehabilitation team.

Additionally, cases are monitored and followed up after the service is concluded.

Centers' Services



Assessment and Classification

- Verifying the report
- Reviewing available data on the case
- Preliminary risk assessment
- Comprehensive evaluation
- Developing a safety plan



Crisis Response

- Field visit
- Providing immediate support in coordination with emergency services
- Ensuring the victim's safety by contacting the police
- Providing shelter for the victim
- Collaborating with police to immediately stop the violence



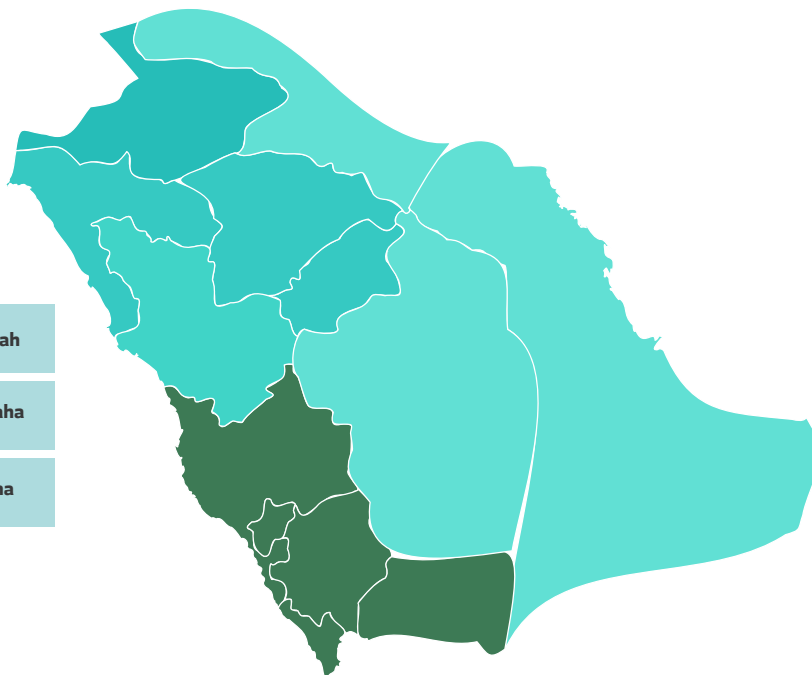
Social and Psychological Support

- Delivering tailored programs based on the risk level and individual needs
- Conducting psychological assessment
- Providing support through relevant authorities (Social Security – Housing – Human Resources)
- Holding the abuser accountable



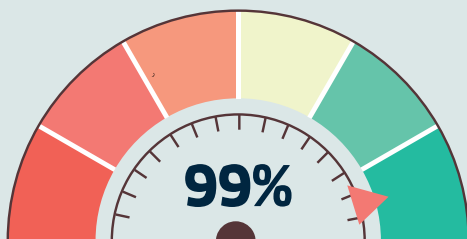
Geographical Scope of Service Delivery

Al-Qunfudhah	Taif	Makkah	Jeddah
Mahayel Asir	Khamis Mushait	Abha	Al-Baha
	Jazan	Najran	Bisha

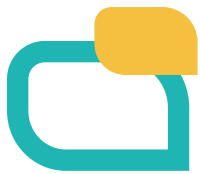


Key Performance Indicators of Family Protection Centers

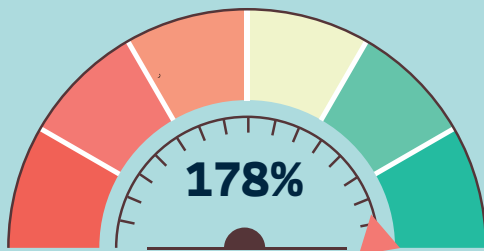
.No	Indicator	Target	Achieved	Achievement Rate
س-1-3	Expected number of cases to be served in the Family Protection Program	14,000	25,058	100%
س-2-3	Expected number of services to be provided to the cases	21,000	47,194	100%
س-3-3	Case closure rate	97%	95%	98%
س-4-3	Beneficiary complaint resolution rate	90%	98%	100%
ص-5-1	Beneficiary satisfaction rate with protection services	85%	82%	97%



**Average
Performance**



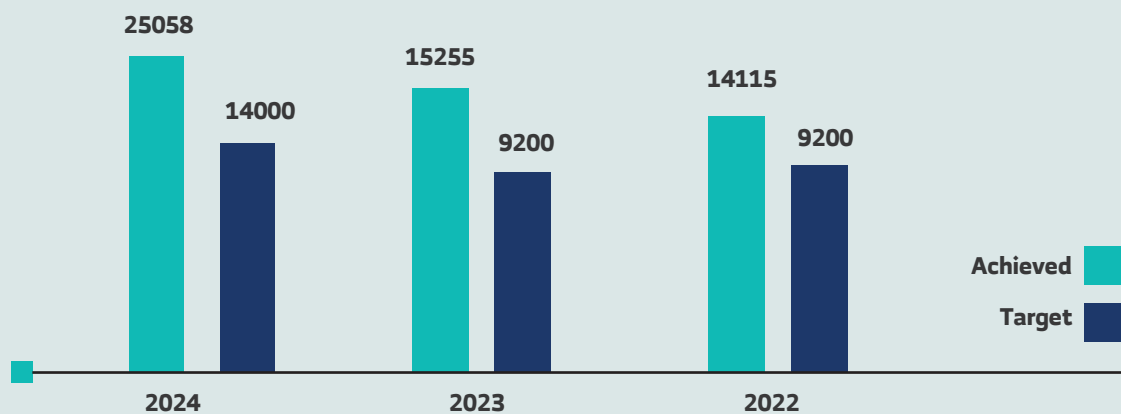
Center Outputs and Results



**Target
Achievement Rate**



Comparison of Beneficiary Numbers with Previous Years



3807

Referrals to Programs

60,816

Beneficiaries

25,058

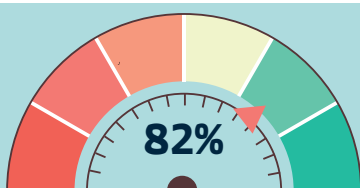
Reports Handled

144

Families Signed Reconciliation
Agreements

240

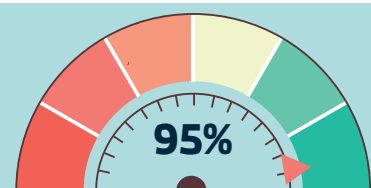
Behavior Support and Modification
Sessions



**Average Beneficiary Satisfaction
Rate**



**Response Rate to Incoming
Reports**

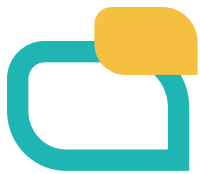


Case Closure Rate

Shaml Center for Separated Families Services

A Government-Assigned Program in Partnership
with the Ministry of Justice





About the Center



**The center aims
to create a safe
environment
for children
of separated
families**

In partnership with the Ministry of Justice, we provide visitation, custody transfer, and handover services to separated families in the Makkah Region. These services aim to facilitate and support safe child-parent interactions during custody or dispute periods, offering an alternative to police stations and judgment enforcement units.

The program also includes legal consultations for separated families and psychological preparation and gradual adjustment services for children suffering from emotional or psychological distress.

Center Services



Custody Delivery



**Visitation
Facilitation**



**Handover
and
Custody
Transfer**



**Gradual
Psychological
Adjustment for
Children Resisting
One Parent**



**Psychological
Stress
Reduction for
Children**

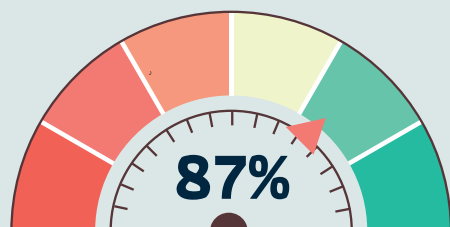


**Referral
to Home-
Based
Visitation**

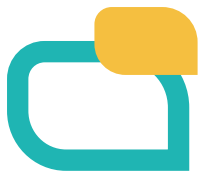


Key Performance Indicators of Shaml Centers

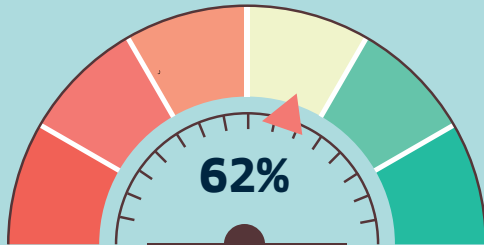
.No	Indicator	Target	Achieved	Achievement Rate
s3-5	Number of Beneficiaries of Shaml Centers	3000	1843	62%
s3-6	Number of Services Provided to Families	12,000	16,587	100%
s3-7	Percentage of Cases Referred to Home-Based Visitation by Mutual Agreement	15%	18%	100%
s3-8	Number of Events Held to Reduce Psychological Stress in Children	3	3	100%
s3-9	Number of Events Held to Support Relationships Between Children and Rejected Parents	2	0	0%
s3-10	Complaint Resolution Rate within 48 Hours	100%	100%	100%
s3-11	Response Rate to Beneficiary Request Letters	100%	100%	100%
s1-8	Beneficiary satisfaction rate of Shamil Center	70%	67%	96%



**Average
Performance**



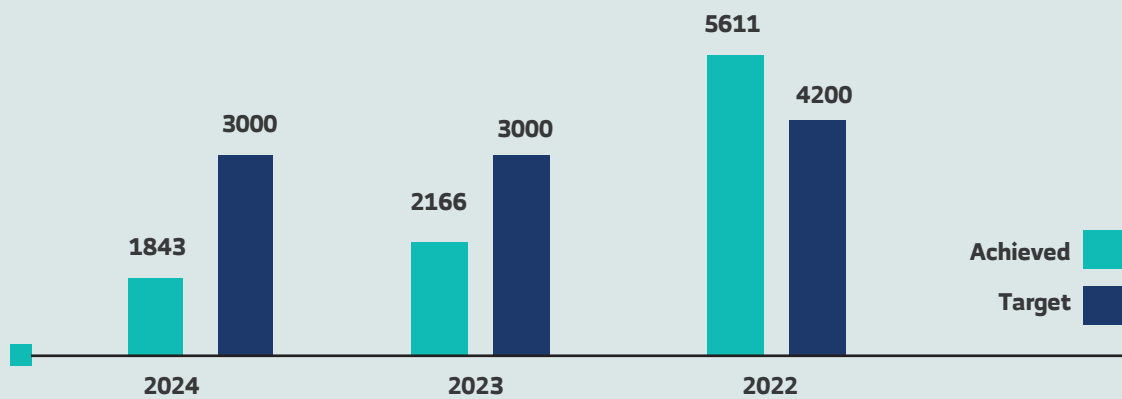
About the Center



**Target
Achievement Rate**



Comparison of Beneficiary Numbers with Previous Years



936

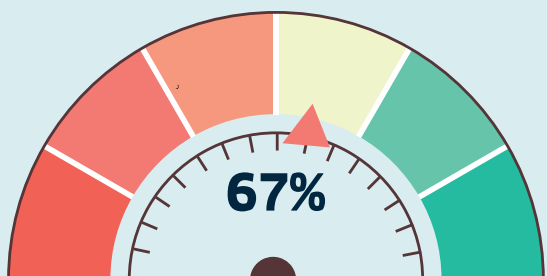
New Case Files

15,587

Services Provided

1834

Beneficiary Families



Average Beneficiary Satisfaction Rate

18%

**of Cases Referred to Home-Based
Visitation by Mutual Consent**

مركز تصميم
السياسات والبحوث الأسرية
Kafaa Center for Professional Development
for Specialized Practitioners



Policy Design and Research Center



About the Center

The center aims to conduct studies and research that contribute to the development of family legislation

The Family Policy and Research Design Program focuses on monitoring key societal issues affecting family stability, analyzing them through scientific methods, and proposing evidence-based solutions. The program also works to correct the approaches used to interpret and present family issues, including how statistics and data are calculated and shared with the public — offering a more accurate picture of reality. In addition, the program is committed to producing and supporting family-related research and studies that contribute to shaping policies and legislation.



Center Projects



Quarterly Family Statistical Reports



Studies Supporting the Development of Family Legislation



Participation in Scientific Conferences and Events



Support for Researchers and Graduate Students



Click here to view studies and research



Key Performance Indicators of the Family Protection Research Program

.No	Indicator	Target	Achieved	Achievement Rate
2-1J	Number of Family Research Studies Completed	3	2	66%
2-4J	Number of Graduate Students Supported	25	30	100
2-5J	Number of Analytical Family Statistical Reports	2	2	100%
2-6J	Number of Research Projects Conducted for Government Tenders and Projects	8	8	100%

.No	the study
1	Study on the Key Needs and Family Issues for the Year 20XX
2	Study on the Current Status of the Family Counseling Centers Operation Project - Abu Dhabi Department of Community Development
3	Job Standards Guide for Specialists - Family Counseling Centers Project - Abu Dhabi Department of Community Development
4	Expected Impact Study of Reducing Working Hours for Mothers
5	Evaluation Study on Parents' Perception of Family-Friendly Work Environments
6	Mapping Document of Local Regulations, Programs, and Legislation - "Khayrukum Li Ahluh" Project - Family Affairs Council
7	Documentation of Applied Practices in Elderly Transportation and Facilities - "Khayrukum Li Ahluh" Project - Family Affairs Council
8	Benchmarking and Best Practice Review - Governance Integration Project between the Family Affairs Council and Regional Entities
9	Inventory of Data, Policies, and Legislation Related to Family Affairs and Their Link to Sustainable Development - Governance Integration Project
10	Situational Assessment Report - Governance Integration Project between the Family Affairs Council and Regional Entities



10

Family Research Studies



جمعية المودة
للتنمية الأسرية
Al Mawaddah Society for
Family Development

عبدالقادر المصنوب
لخدمة المجتمع

#أمومة_واعية

جمعية المودة
للتنمية الأسرية
Al Mawaddah Society for
Family Development

#أمومة_واعية
Aware Maternity

1000
أموم

#أمومة_واعية
Aware Maternity





عبد القادر المهديب
لخدمة المجتمع

جمعية المودة
للتربية الأسرية
Association Society for
Family Development

عبد القادر المهديب
لخدمة المجتمع



#أمومة_واعية
Aware Maternity

أول

1000

هنا!

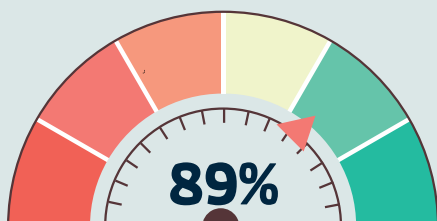
Idrak Center

for Media and Awareness Production



Key Performance Indicators of the Media Production Portfolio

.No	Indicator	Target	Achieved	Achievement Rate
1	Number of awareness guides produced	12	4	33.33%
2	Number of awareness materials published	630	1072	100%
3	Number of awareness campaigns launched	4	5	100%
4	Number of global days observed and promoted	24	27	100%
5	Number of cartoon, TV, and radio episodes broadcast	13	14	100%
6	Number of podcast episodes sponsored and aired	6	0	0
7	Number of views and reach for awareness materials and campaigns	5,200,000	50,820,552	100%
8	Rate of increased public awareness of the value of the family	35%	-	0%



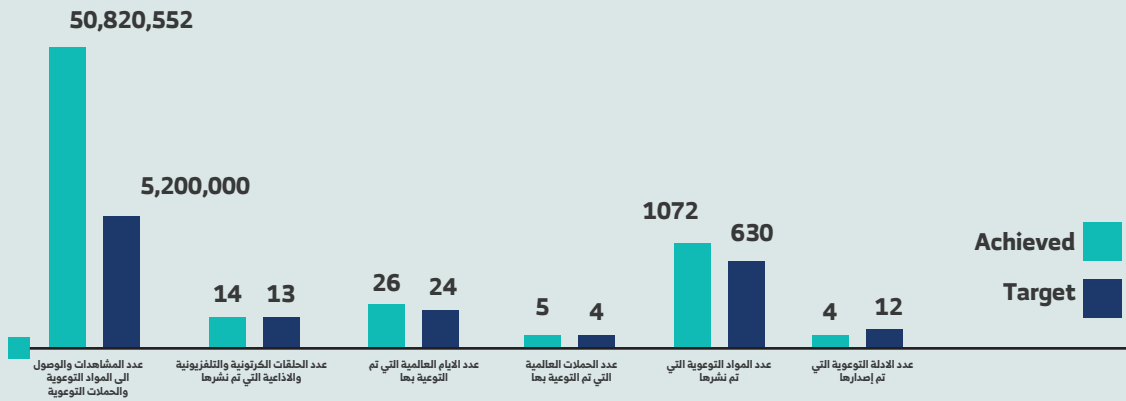
**Average
Performance**



Outputs of the Media Production Portfolio



Targeted comparison with investigators



27

Global Days Covered

5

Awareness Campaigns

1072

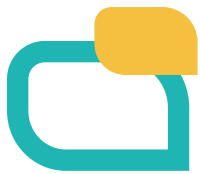
Awareness Media Materials

50,820,552

Total Reach and Views

14

Cartoon Episodes Broadcast



Media Production Products



Media Production Products



14

Cartoon Episodes
Broadcast



1072

Awareness Media
Materials

Media Production Products



Download the guides

Awareness
Guides

4

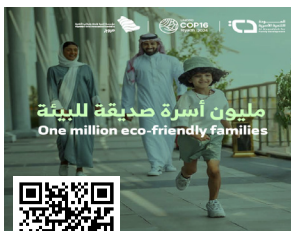
Awareness Campaigns

One Million
Environmentally Friendly
Families Campaign

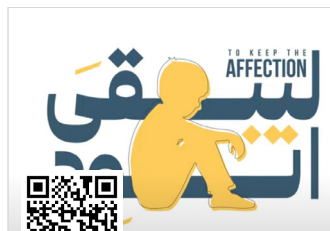
“To Preserve Harmony”
Campaign

First 1000 Days of
Motherhood Campaign

Ramadan Values Cam-
paign 3



Download the
Campaign Report

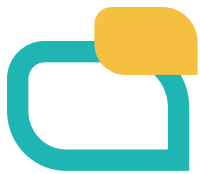


Download the
Campaign Report



Download the
Campaign Report





“Balance Your Life” Campaign



**Download the
Campaign Report**

A photo from the launch of the “Balance Your Life” campaign by the Governor of Jeddah, promoting work-life balance.

14

Display Screens

6

Awareness Films

11,468,172

total engagements with
campaign content

30

Informative & Statistical
Infographics

6

Awareness Products

1834

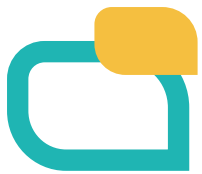
Beneficiary Families

321

Seminar Participants

1

Awareness Seminar



“To Preserve Harmony” Campaign



Watch the
campaign video

5

Awareness Messages

6

Awareness Films

59,542

total engagements with
campaign content

20

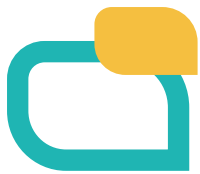
Informative & Statistical
Infographics

6

Awareness Products

1

Awareness Guide



“Conscious Motherhood” Campaign



3

Introductory Infographics

2

Awareness Podcasts

519,347

total engagements

320

Informative & Statistical
Infographics

874

Exhibition Visitors

3

Awareness Exhibitions

41

Training Videos

1

Awareness Guide

144

Counseling Sessions at
Exhibitions



**Mawaddah served as an
observer member at the COP16
Conference in Riyadh**



UNCCD
COP16
Riyadh | 2024





Participation in Global Awareness Days

Global Days Participated

27

Awareness Products

65

Publication Channels

Social Media Platforms
Branches of the Ministry of Human
Resources and Social Development

Total Views

2,641,922

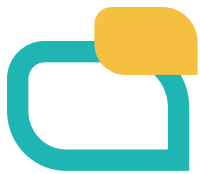
Examples of Global Days Covered

International Day of Families	Gulf Child Day	Founding Day	Flag Day	International Day of Happiness
Community Service Day	Mother's Day	International Women's Day	Saudi Green Initiative Day	Autism Awareness Day
Family Day	Environment Day	Environmental Awareness Initiative Day	Elder Abuse Awareness Day	Father's Day
"Qadd Al-Thiqa" Initiative	Hijri New Year	Gulf Family Day	World Youth Skills Day	International Day of Friendship
Sexual Health Day	Ashura Day	International Day of Charity	World Humanitarian Day	Saudi National Day
Youth Day	World Social Work Day			



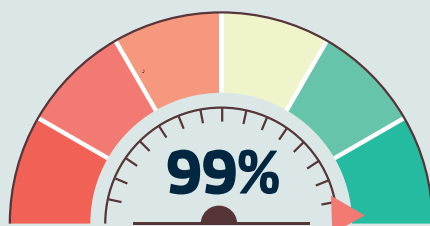


Sustaining Brand Perception



Sustainability Portfolio Indicators

.No	Indicator	Target	Achieved	Achievement Rate
1	Number of press releases, radio and television interviews, and press reports	76	76	100%
2	Number of informational and promotional materials	589	595	100%
3	Number of viewers of informational and promotional materials	8,111,148	50,820,552	100%
4	Number of email newsletters sent	12	15	100%
5	Number of SMS messages	450,00	800,000	100%
6	Percentage of operational plan procedures implemented	95%	92%	100%
7	Percentage of complaints resolution completed	95%	99%	100%
8	Percentage of response to unlost calls via the Beneficiary Happiness Center	95%	91%	97%
9	Percentage of desire to promote and introduce the association according to the NPS scale	75%	82%	100%
10	Number of awards received	2	نتتظر اعلان النتائج	--
11	Number of repetitive training programs designed for the work team according to the skills and knowledge plan	30	35	100%
12	Value of economic return from volunteering	544,000	773,583,51	100%
13	Percentage of employee satisfaction with the work environment	95%	94%	99%
14	Total revenue generated	44,018,381	30,075,794	68%
15	Percentage of donor and supporter satisfaction	97%	96%	99%



**Average
Performance**

A man wearing a red and white checkered ghutra and glasses is speaking into a microphone. The background is a blurred indoor setting with vertical wooden slats. The text "mental image sustainability" is overlaid in a teal box at the bottom right.

**mental image
sustainability**



Key Indicators of Brand Sustainability

.No	Indicator	Target	Achieved	Achievement Rate
L5-1	Number of press releases	76	76	100%
L5-2	Number of media reports	2	2	100%
L5-3	Number of radio and TV interviews	12	16	100%
L5-4	Number of newspapers covering association news	400	430	100%
L5-5	Net Promoter Score (NPS) - Willingness to Promote	75%	82%	100%
L5-6	Number of promotional and informational materials	589	595	100%
L5-7	Number of views on promotional and informational materials	8,111,148	50,820,552	100%
L5-8	Number of informational portfolios produced	1	1	100%
L5-9	Number of newsletters sent	12	15	100%
L5-10	Number of SMS messages sent	450,000	800,000	100%



**Average
Performance**



Media Coverage and Awareness of the Association's Programs and Services

15

Newsletters on Association Updates

16

Radio and TV Interviews

46

Press Releases



Scan the QR code to view



Scan the QR code to view



Promotional Participation Events

Institutional Capacity Assessment Standards Workshop

Negotiation Team Workshop at COP16 – UN Conference

Divorce Understanding and Resolution Forum – Dar Al-Hekma University

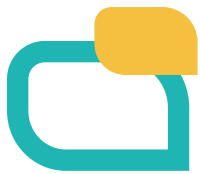
Innovative Project Design Bootcamp – Organized by the Ministry of Culture

First Arab Scientific Conference on Family Protection and Empowerment

“A Better Educational Future for Every Child” Event with Jeddah Education

6

Events including



Social Media Platforms

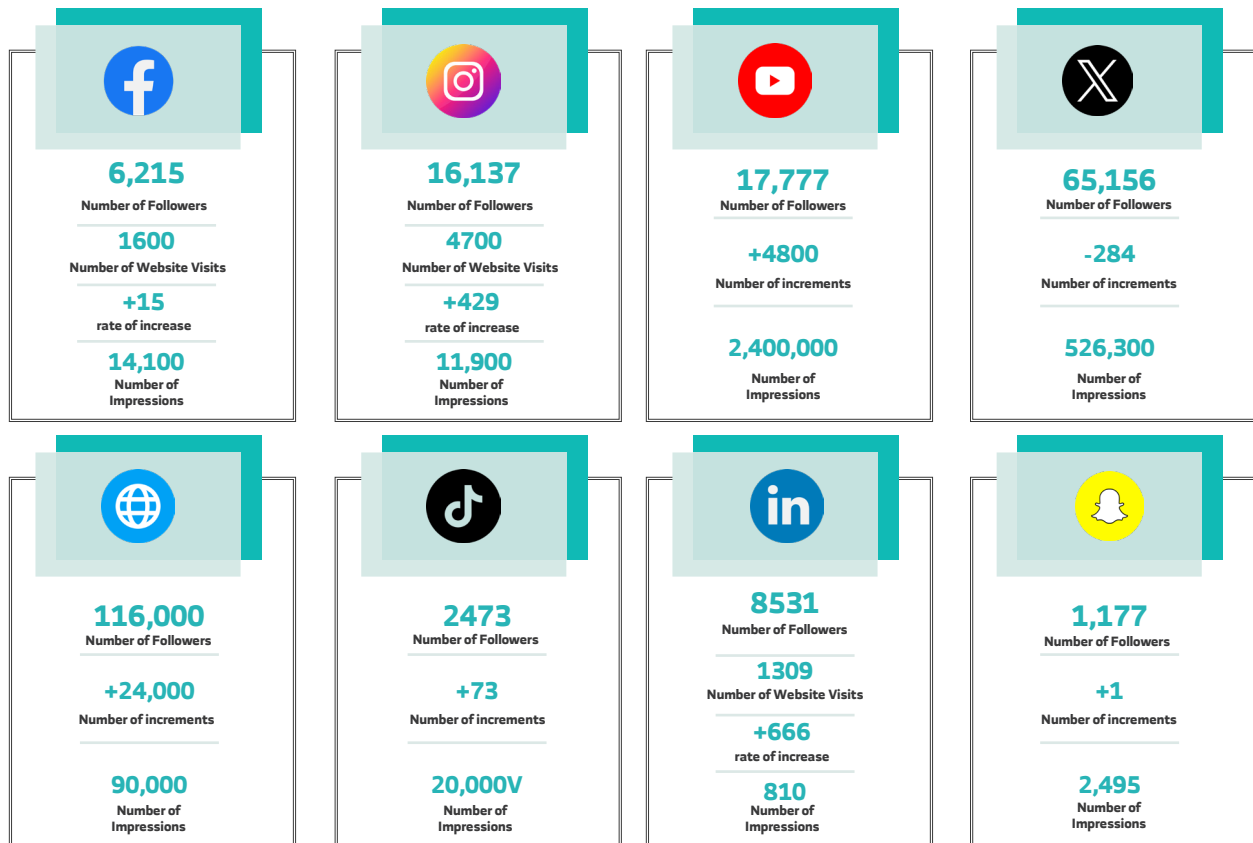
50,820,552

Total Reach and Views

233,466

Followers

Views include engagement across all awareness campaigns, including “To Preserve Harmony” and National Day campaigns



Challenges Of The elderly



Daily challenges facing older adults include:

-  Coping with loss of independence in daily activities as they age
-  Feeling isolated due to the distance of family members or loss of friends
-  Increasing reliance on technology, especially for the services they need
-  Nutritional challenges where some foods cause health problems

Methods for dealing with daily challenges:

- 01** Enhancing their ability to move around more safely inside and outside the home
- 02** Encourage them to join groups or clubs that suit their interests
- 03** Provide simple training sessions to help them use the technology
- 04** Providing a nutritionist to develop a nutritional plan that suits their health needs

Almawaddah - Family Home
 Ramadan 1445 H
 www.almawaddah.org.uk



Gain financial management skills



Methods of teaching children financial management:

-  Teaching your child how to compare prices and choose the best deals
-  Determine purchasing priorities and learn the importance of distinguishing between wants and needs
-  Encourage the child to earn money by doing certain tasks to appreciate the value of money
-  Be a positive example by demonstrating effective money management behaviors

The impact of teaching financial management on the child:

- 01** The child learns to take responsibility for his expenses and make informed financial decisions
- 02** Helps the child think about his financial future and set goals to achieve
- 03** It enhances his confidence in making decisions and gives him important life skills
- 04** Children grow up knowing the importance of money and how to use it wisely

Almawaddah - Family Home
 Ramadan 1445 H
 www.almawaddah.org.uk



1072

Awareness Media Materials Published in English

How Ramadan teaches how to manage emotions and control anger and its impact on the family

رمضان القيم
 Ramadan Alqiem

The Impact of Emotional Management and Emotional Balance on Family Stability

-  Improving emotional communication between them and being able to express their feelings frankly and respectfully
-  Being able to deal better with family conflicts and disputes
-  It enables the family to provide emotional support to each other, which strengthens family ties

Techniques for Managing Emotions and Achieving Emotional Balance During Ramadan

-  Family members can devote some time to contemplation and contemplation during Ramadan
-  The family should be encouraged to talk, openly, respect each other, and share their feelings and thoughts honestly
-  Controlling anger and patience by motivating the family to practice patience and forbearance while fasting

Almawaddah - Family Home
 Ramadan 1445 H
 www.almawaddah.org.uk



Time management in Ramadan

رمضان القيم
 Ramadan Alqiem

The importance of time management for the family during Ramadan:

-  It helps allocate the time necessary to perform worship regularly and in an orderly manner
-  It helps organize daily activities so that you can prepare for fasting and avoid fatigue and stress
-  It helps the family plan and prepare healthy meals, which contributes to maintaining the health of individuals

Tips for the family to manage time during Ramadan:

-  Prepare a schedule containing the different activities that you need to do during the day
-  Take advantage of the periods between the call to prayer and prayer to read the Qur'an, glorify God, or pray
-  Distribute tasks and responsibilities among family members

Almawaddah - Family Home
 Ramadan 1445 H
 www.almawaddah.org.uk



Family visits during Ramadan

رمضان القيم
 Ramadan Alqiem

The positive impact of exchanging family visits during Ramadan on the family:

-  It helps in strengthening ties and relationships between family members and participating in religious customs and traditions
-  It enhances the social spirit and cohesion of the family and the sense of belonging to each other
-  Ramadan is an important month in Islam, and exchanging family visits during it enhances communication with religious and moral values

Tips for exchanging family visits in a balanced manner during Ramadan:

-  Pre-plan family visits and set appropriate times to meet family and relatives
-  Try to distribute visits between your home and the homes of other family members
-  Feel free to apologize if you need time to rest or finish your tasks

Almawaddah - Family Home
 Ramadan 1445 H
 www.almawaddah.org.uk



Key Visits and Public Engagement



Photo: Visit by Prince Saud bin Mishal bin Abdulaziz Al Saud, Deputy Governor of Makkah Region



Photo: Visit by the Association's Board to Governor of Jeddah to present organizational performance



Key Visits and Public Engagement



Photo: Visit by Association Leadership to the Newly Appointed Director General of the Ministry of Human Resources and Social Development – Makkah Branch



Photo: Visit by the Deputy CEO of the National Center for Nonprofit Sector Development to the Association's Headquarters

استراتيجية

تحسين جودة حياة الأسرة عبر منظومة مبتكرة ومتكاملة من الخدمات
للتنوع والاستباقية والشراكات المؤثرة في بيئة داعمة وممكنة

الرسالة

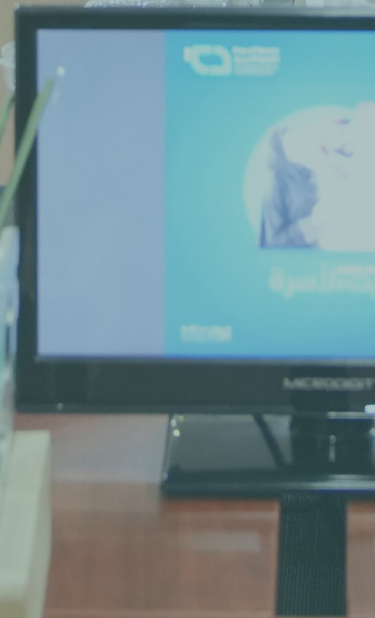
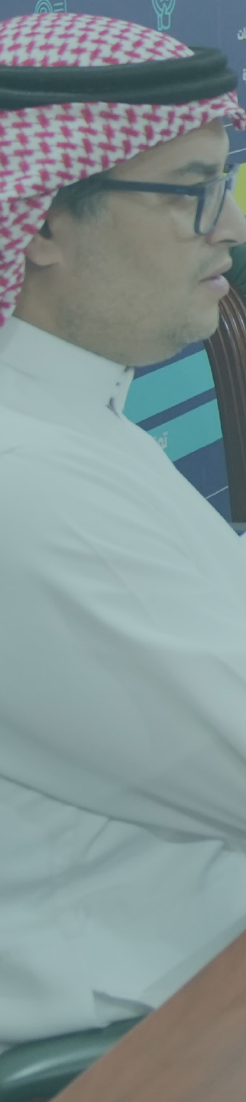
الأثر

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المعرفة والمهارة





Institutional Excellence Sustainability



Initiatives Under the Institutional Excellence Sustainability Program



Regular performance monitoring (weekly, monthly, quarterly, and annually)



Beneficiary Care Center to enhance user experience



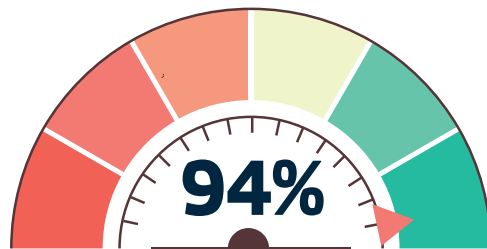
Compliance with governance standards through the development of policies, procedures, and operational manuals



Alignment with international, regional, and national excellence award criteria



Key Results of Excellence Sustainability Projects

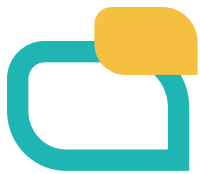


Average Performance

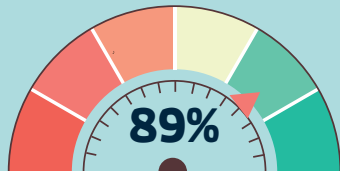


Key Indicators of Institutional Excellence Sustainability

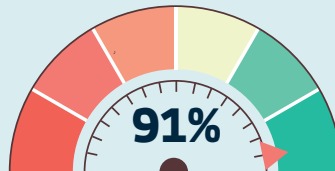
.No	Indicator	Target	Achieved	Achievement Rate
L3-1	Number of Monitoring, Follow-up, and Evaluation Meetings	12	11	91%
L3-2	Number of Operational Performance Reports	3	3	100%
L3-2	Number of Strategic Performance Reports	1	1	100%
L3-4	Percentage of Improvement Opportunities Achieved	95%	89%	93%
L3-5	Percentage of Operational Plan Execution	95%	91%	96%
L3-6	Percentage of Policy and Procedure Development Completed	50%	40%	80%
L3-7	Number of Audit and Internal Review Committee Meetings	3	3	100%
L3-8	Complaint Resolution Rate	95%	99%	100%
L5-27	Response Rate to Unmissed Calls via the Guest Care Center	95%	91%	96%
L5-28	Response Rate to Appointment Requests via the Guest Care Center	95%	98%	100%
L5-29	Satisfaction Rate via Phone Service through the Guest Care Center	95%	92%	97%
L7-1	Number of Excellence Award Participations (results pending)	2	2	100%
L7-2	Compliance Rate with Updated EFQM 2025 Excellence Model	70%	54%	77%
L7-3	Number of Excellence Awards Received	2	ننتظر إعلان النتائج	--
L7-4	Compliance Rate with Ministry-Approved NGO Governance Standards	100%	100%	100%
L7-5	Percentage of Beneficiary Experience Improvement Achieved	100%	90%	90%



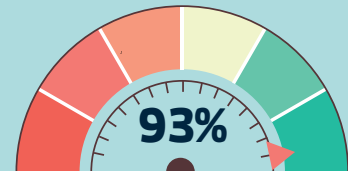
Outputs and Results of the Initiative



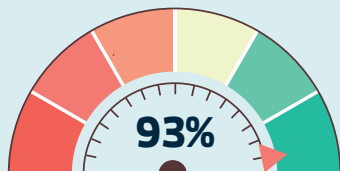
Improvement Opportunity
Completion Rate



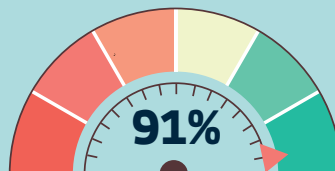
Operational Performance
Rate



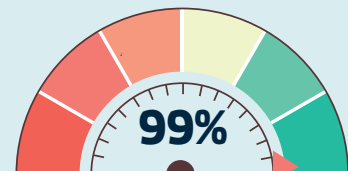
Strategic Performance Rate
(Balanced Scorecard - B.S.C)



Average Stakeholder Satis-
faction Rate



Call Response Rate via the
Beneficiary Care Center



Complaint Resolution Rate

18

Memorandum of
Understanding and
Strategic Partnership

100%

Percentage of
implementation of
governance standards

21,380

Number of calls handled
through the Customer
Service Center

8

Scientific participation to
share the association's
experience

18

Knowledge Exchange and
Transfer Visit



Launching Al-Mawaddah 2030 Strategy



Strategy House البيت الاستراتيجي

Mission

We are committed to supporting the family to become prosperous and cohesive by delivering innovative developmental programs, empowering its members, and promoting its authentic values, while positioning it as a global model of cohesion and sustainable social balance



Target Segments

The Family

Prosperous, Cohesive, and Capable of Resolving Its Own Challenges



Intended Impact



Overarching

1,000,000 Families

1 Billion Views



Strategic Pillars

Sustainable Social Balance for the Family

Institutional Sustainability and Innovation

Strategic Objectives



Customer and Stakeholder Perspective

Develop the competencies of practitioners in family affairs through accredited professional programs.

Empower and support families to achieve sustainable social balance through capacity building, awareness enhancement, and the provision of social and psychological support.



Financial Perspective

Increase social investment revenues



Internal Process Perspective

Improve the beneficiary experience



Learning and Growth Perspective

Attract and empower national talents



Core Institutional Values

Innovation

Responsibility

Vision

A prosperous and cohesive family that takes pride in its values and global standing

Organizations

Impactful Partnerships to Enhance Family Quality of Life and Promote the Saudi Experience Globally

Practitioners

Enhancing the Quality of Services Provided to Families

192 Million SAR in Investment Assets

6,000 Practitioners

Innovation in the Family Sector and Ecosystem

Global and Regional Impact

Strategic Objectives

Promoting the Saudi Experience in Family Development and the Islamic and Social Values of the Family

Supporting Policies and Legislation that Impact Family Stability

Growing the Volume of Investment Assets

Increasing Social Investment Revenues

Enhancing Organizational Efficiency

Adopting Digital and Technological Transformation

Integration

Sustainability



Memoranda of Understanding and Strategic Partnerships

18

Memoranda of Understanding and
Strategic Partnerships

.No	Partner Organization	Objective
1	Maximus Company	To exchange expertise, technical and consulting services, and field visits between the specialists of both parties.
2	General Directorate of Prisons – Makkah Region	To continue operating the counseling clinics for psychological and social support in Dhahban and Hadda prisons.
3	Benaa Association for Orphans	To improve the quality of life of orphans and empower them through training in various fields via the Family Platform.
4	Alimony Fund	To support and empower separated families by building their capacities, developing their skills, and raising awareness of the development services provided by Al-Mawaddah.
5	Makkah Chamber of Commerce	To support and empower women through the Mukarrama Center by building their capacities, enhancing their skills, and offering vocational training.
6	Manazil Association	To support Manazil's beneficiaries socially and psychologically through family counseling services and to build their capacities via the Family Platform.
7	Emkan Association	To provide vocational and artisanal training, as well as career and entrepreneurial counseling for female beneficiaries of the association.
8	Panda Retail Company	To employ female beneficiaries from the Mukarrama Center for Women Empowerment.
9	Maximus Company	To study over 30,000 social security cases in Riyadh and Hail.
10	Mobile Cart Commercial Foundation	To manufacture 120 food trucks to empower productive families and improve their income levels.
11	National Guard Hospital	To offer family and psychological support services to hospital beneficiaries and utilize the Family Platform for premarital education.
12	Friends of the Community Association	To provide awareness, education, and family/psychological support services to the association's beneficiaries.
13	Gharous Charity Foundation	To train, counsel, and employ 200 low-income female breadwinners.
14	Elm Company	To conduct 80,000 research surveys.
15	Ministry of Human Resources and Social Development	To empower employable social security beneficiaries and integrate them into the labor market.
16	Alshaya International Trading Company	To employ female beneficiaries from the Mukarrama Center for Women Empowerment.
17	Sulaiman Bin Abdul Aziz Al-Rajhi Charitable Foundation	To implement the "Inspirational Women" project and establish a production lab.
18	Jeddah Social Development Center	To launch a twinning initiative between well-established and newly founded associations.



The most prominent and important memoranda of understanding and strategic partnerships



Panda Retail



**Sulaiman Bin Abdul Aziz
Al-Rajhi**



**Agreement with
Maximus**



**Emkan Charity
Association**



Jeddah Social Development Center



Alimony Fund



Makkah Chamber of Commerce



**Gharous Charity
Foundation**



Knowledge Exchange and Transfer Visits

18

Knowledge Exchange and Transfer Visits

No.	Organization	Purpose of the Visit
1	Zamzam Association	To explore collaboration and partnership opportunities
2	Manazil Charity Housing Association	To review the association's psychological and social counseling services
3	Taqat Youth Association	To observe the association's experience in project development and management
4	Qiyam Al-Huda Association	To explore collaboration and partnership opportunities
5	Al-Birr Association in Makkah	To review the association's experience in social, institutional, and financial performance
6	Al-Dhoyan Foundation	To learn about the association's initiatives
7	Bahrain Women's Development Association	To review the services provided to women by the association
8	Kahla Association	To benefit from the association's experience in government tenders and projects
9	Tarmeem Association	To review the association's experience in managing and operating government projects and tenders
10	Nama Organization	To explore the association's experience and discuss partnership opportunities
11	Charity Association in Turbah	To learn about the association's initiatives
12	Dawah and Guidance Association in Al-Rawdah	To benefit from the association's experience in government projects and tenders
13	Family Development Association in Al-Jumum	To review the association's experience in financial resource development
14	Hayel Saeed Anam & Partners Charitable Foundation	To learn about the association's initiatives and services
15	Al-Birr Association in Madinah	To review the association's experience in managing and executing government projects and tenders
16	Tarmeem Association – Makkah Region	To review the association's experience in managing and executing government projects and tenders
17	Wethaq Family Association in Tabuk	To learn about the association's initiatives and services
18	Rifaq Association	To review the association's experience in managing and executing government projects and tenders



Photos from Key Knowledge Exchange and Transfer Visits



Al-Birr Association in Makkah



Nama Charity Organization



Charity Association in Turbah



Manazil Charity Housing Association in the Asir Region



Qiyam Al-Huda Association



Taqat Youth Association



Bahrain Women's Development Association



Tarmeem Association



A'mal Development Association



Photos from Key Knowledge Exchange and Transfer Visits



Al-Birr Association in Madinah



Makarem Association for Ethics



Family Development Association in Al-Jumum



Tarmeem Association – Makkah Region



Hayel Saeed Anam & Partners Charitable Foundation



Scientific and Knowledge Contributions

9

Engagements

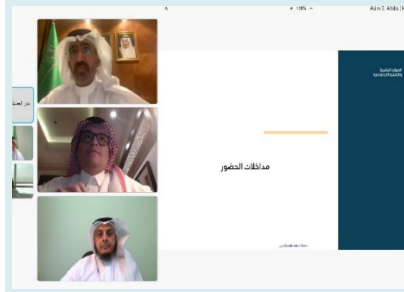
.No	Event
1	Annual Nonprofit Forum in Al-Baha (Government Outsourcing and Social Investment) under the patronage of His Highness the Governor of the region, organized by the Regional Council of Nonprofit Organizations.
2	Director General participates in a meeting with His Excellency the Minister of Human Resources and Social Development alongside nonprofit leaders from across the Kingdom.
3	Forum on Enhancing the Efficiency and Readiness of Nonprofit Organizations in Riyadh, organized by Ahalina Social Investment Program in collaboration with the Nonprofit Support Fund – showcasing Al-Mawaddah’s experience in managing government projects and tenders.
4	Makkah Giving Forum and Exhibition for Donors, organized by the Makkah Chamber of Commerce – presenting Al-Mawaddah’s experience in project and tender execution.
5	12th Thiqaat Forum in Taif – presentation of Al-Mawaddah’s experience in managing and implementing government projects and tenders.
6	Sustainable Development Forum in the Nonprofit Sector, organized by the Jeddah Social Development Center – sharing the association’s contribution to achieving sustainable development goals.
7	Director General participates in the Saudi Family Forum 2024, presenting a paper on practical practices of nonprofit organizations in providing family counseling services.
8	Director General presents Al-Mawaddah’s experience in project and tender management at the 4th National Nonprofit Development Associations Forum.
9	Bootcamp for Designing Specialized Awareness Projects, organized by the Ministry of Culture.



Major Scientific Engagement



The CEO participates in the Family Forum 2024 with a working paper on practical practices of nonprofit organizations in delivering family counseling services.



The CEO participates in a meeting with His Excellency the Minister of Human Resources and Social Development alongside nonprofit sector leaders from across the Kingdom



The CEO participates in the Annual Nonprofit Forum in Al-Baha (Government Outsourcing and Social Investment), held under the patronage of His Highness the Governor of the Region and organized by the Regional Council of Nonprofit Organizations



Sustainable Development Forum in the Nonprofit Sector, organized by the Jeddah Social Development Center – presenting the association's experience in achieving sustainable development goals.



12th Thiqaat Forum in Taif – Showcasing Al-Mawaddah's experience in managing and executing government projects and tenders.



The CEO presents the association's experience in managing government projects and tenders at the Fourth National Forum of Development Associations across the Kingdom.



Forum on Enhancing the Efficiency and Readiness of Nonprofit Organizations in Riyadh, organized by Ahalina Social Investment Program in collaboration with the Nonprofit Support Fund – showcasing the association's experience in managing government projects and tenders.



Bootcamp for Designing Specialized Awareness Projects, organized by the Ministry of Culture



Makkah Giving Forum and Donors Exhibition, organized by the Makkah Chamber of Commerce – showcasing Al-Mawaddah's experience in managing and executing government projects and tenders.



Work Environment Sustainability



Work Environment Sustainability



**Support Services for
the Head Office and
Branches**



**Building Team
Capacity and
Activating the
loyalty Program to
Motivate staff**



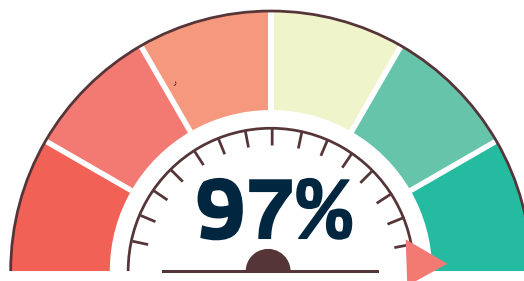
**Digital
Transformation**



**Attracting and
Leveraging
Professional
Volunteering**



Results of the Work Environment Sustainability Initiative Projects



Average Performance

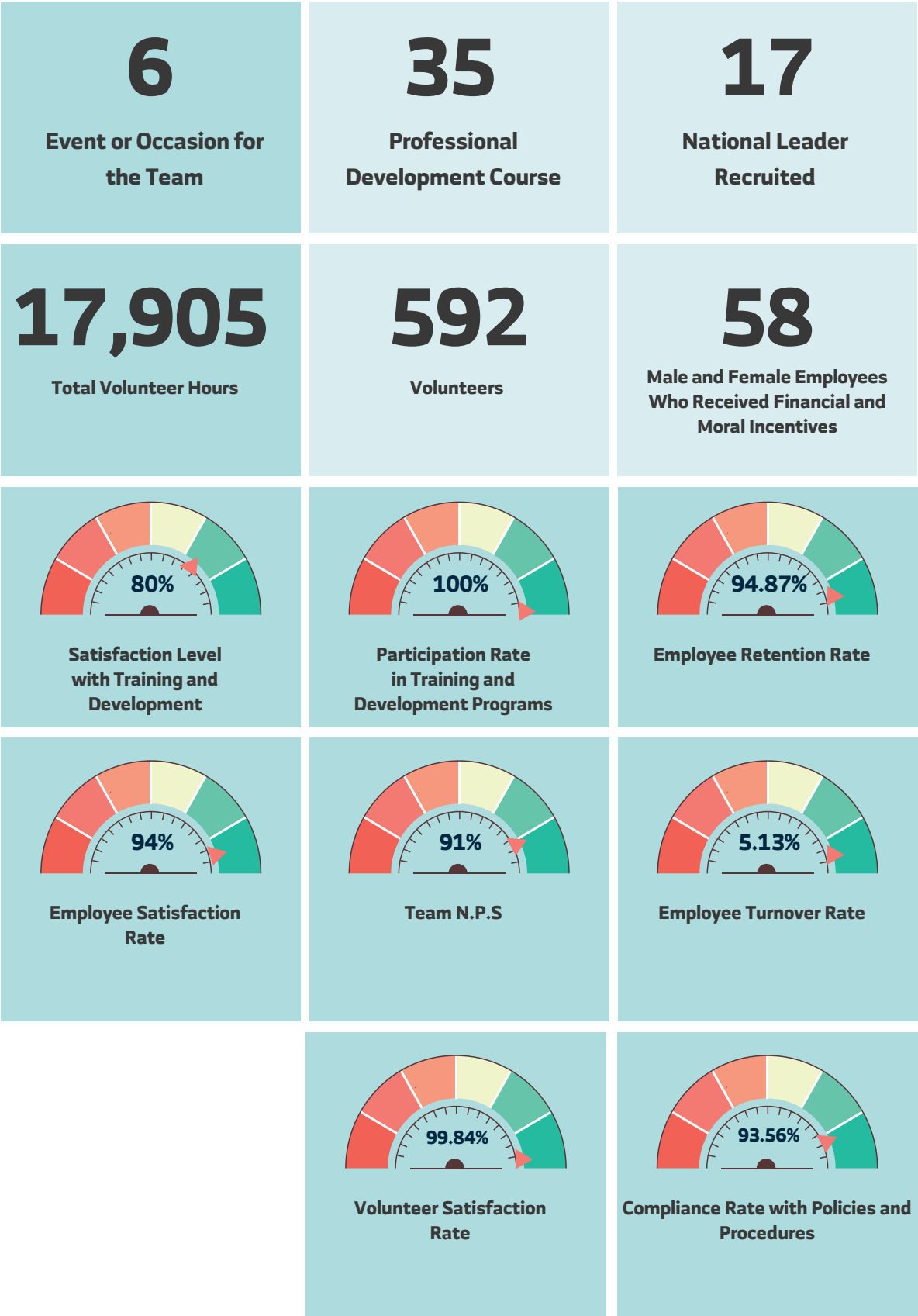


Key Performance Indicators of Work Environment Sustainability

.No	Indicator	Target	Achieved	Achievement Rate
T1-1	Number of Training Programs Designed for the Team Based on the Skills and Knowledge Plan	30	28	93%
T2-2	Value of the Economic Return from Volunteering	544,000	773,583,51	100%
T3-1	Number of Full-Time Talents to Be Recruited	9	17	100%
T4-2	Number of Graduates from Second-Line Leadership Development Programs	3	3	100%
T3-4	Rate of Loyalty and Engagement Implementation	90%	90%	100%
T3-5	Number of Recreational and Educational Events for Staff	4	4	100%
T3-7	Employee Satisfaction Rate with the Work Environment	95%	94%	99%
T5-1	Completion Rate of Al-Mawaddah Interactive Platform	100%	100%	100%
T5-2	Digital Transformation Rate of Operations	100%	85%	85%
T5-3	Average User Satisfaction Rate with Digital Tools	95%	95%	100%
T5-4	Systems and Data Protection Rate	100%	97%	97%
T5-5	Technical Maintenance Program Implementation Rate	100%	100%	100%
T5-10	Timely Resolution Rate of Technical Issues	95%	85%	89%



Outputs and Results of the Initiative





Photos from Al-Mawaddah's Events and Occasions



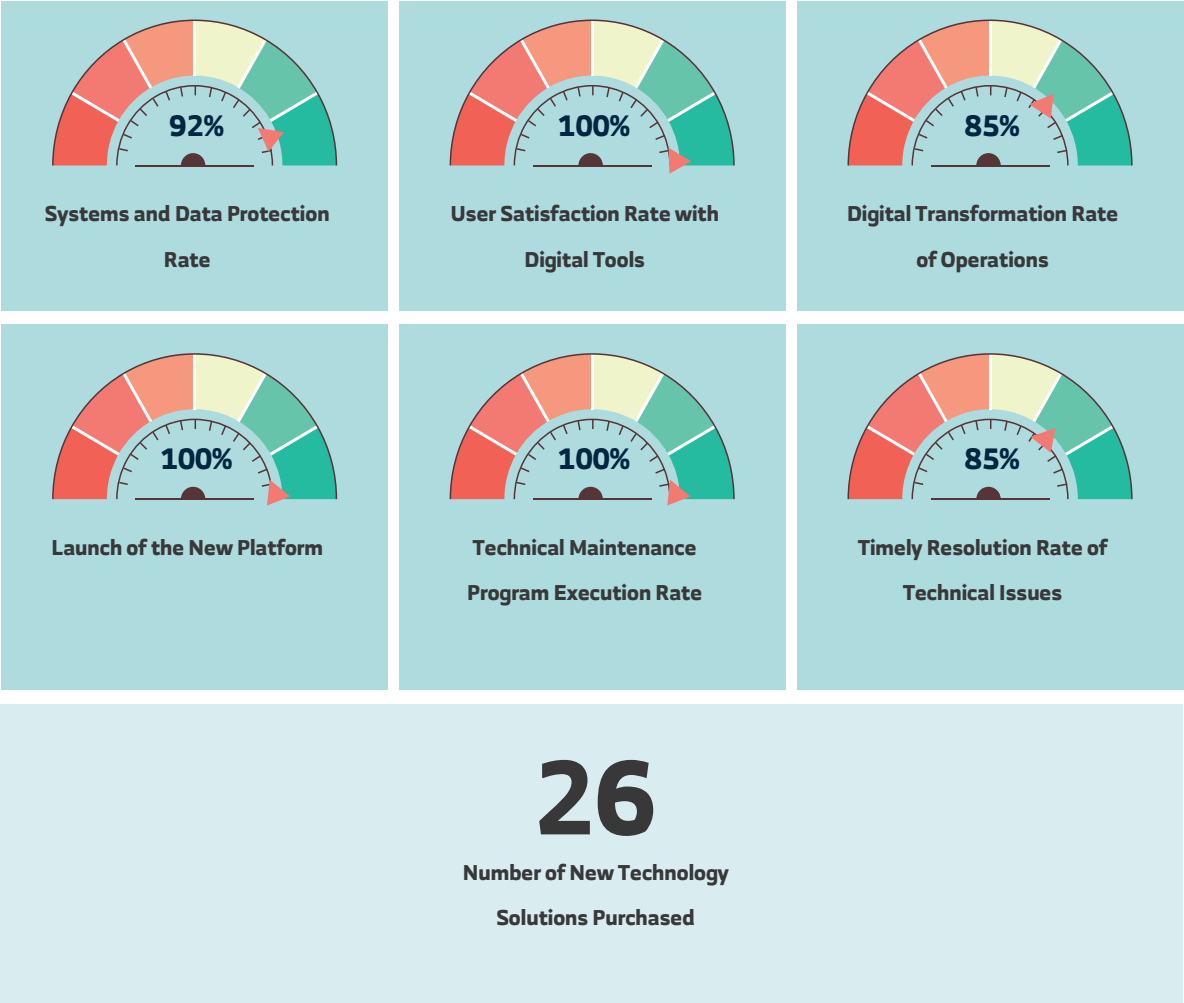
National Day Celebration



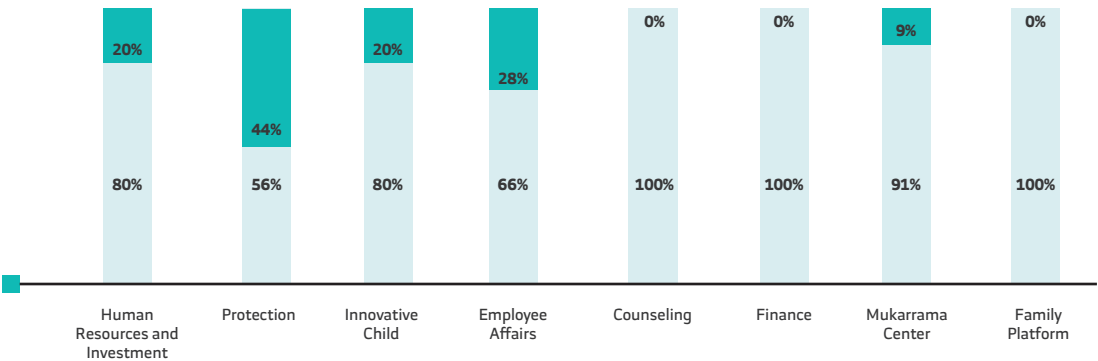
Annual Breakfast Celebration



Digital Transformation and Information Technology



Current State of Digital Transformation at Al-Mawaddah Association





His Excellency the Chairman of the Board, Eng. Faisal bin Saifuddin Al-Samannoudi, launches the association's official website.





Financial Sustainability



Financial Sustainability Initiative Projects



Development of Grant-Based Donations through Government Platforms, Donor Institutions, and the Private Sector



Individual Donations



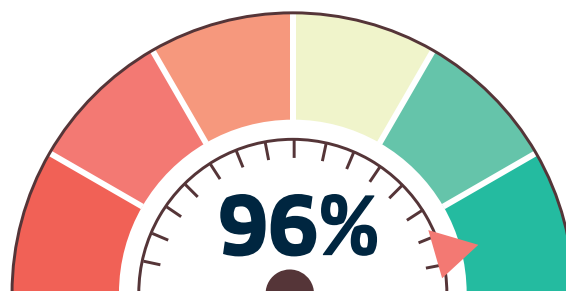
Spending Efficiency, Investment Optimization, and Financial Integrity



Development of Financial, Real Estate, Investment, and Endowment Asset Donations



Results of the Financial Sustainability Initiative Projects



Average Performance



Key Performance Indicators of Financial Sustainability

.No	Indicator	Target	Achieved	Achievement Rate
M1-1	Financial return from the general marketing campaign for the Family Platform	1,775,000	3,394,250	100%
M1-2	Number of temporary exhibitions for awareness and fundraising	1	1	100%
M1-3	Total revenues from the Ramadan campaign	1,300,000	3,274,609	100%
M1-4	Total revenues from the Hajj campaign	1,630,000	1,865,000	100%
M1-5	Total donations through government donation platforms	4,950,000	5,217,008	100%
M1-6	Total contributions from major donors	1,630,000	2,088,300	100%
M1-7	Number of meetings held with major donors	24	25	100%
M1-8	Revenues from membership subscriptions	31,000	30,000	96%
M1-9	Average return rate from cash investments	6-5%	5.72%	100%
M1-10	Average return rate from real estate investments	4-5%	4.16	100%
M1-11	Financial return from the investment portfolio	2,622,014.50	3,533,367	100%
M1-12	Financial return from real estate investments	124,811.56	124,811,56	100%
M1-13	Ratio of financial sustainability returns to administrative expenses	100%	223%	100%
M1-14	Ratio of financial sustainability expenses to total expenses	10%	2.1%	100%
M1-15	Ratio of administrative expenses to total expenses	10%	7.30%	100%
M1-16	Ratio of program and activity expenses to total expenses	90%	92.70%	100%
M1-17	Number of monthly financial reports	44,018,381	30,075,794	68%
M1-18	Budget adherence rate	100%	311%	100%
M1-19	(Financial transaction processing time post-review (within 2 working days	5%	4%	80%
M1-20	Average return from the investment portfolio	100%	1005	100%
M1-21	Net cash and liquid investments to administrative expenses ratio	100%	100%	100%
M1-23	Total revenues achieved	12	12	100%
M1-24	Financial safety standards compliance rate	4	4	100%
M1-25	Donor and supporter satisfaction rate	100%	100%	100%
M1-26	Number of quarterly financial reports	97%	91%	94%



Outputs and Results of the Initiative

2

Number of Seasonal Fundraising Campaigns

3

Government Donation Platforms Supporting the Association

27

Number of Donation Products on the Family House Store

100%

Fundraising Campaign Performance Rate

The background features a blurred image of a person's hands using a calculator on a desk. Overlaid on this are several semi-transparent geometric shapes: a large teal shape at the top right, a yellow shape in the center, and a teal shape at the bottom. Faint, semi-transparent financial data is visible in the background, including a bar chart with values like 16.04, 71.20, and 71.29, and a line graph with values like +59.17, 55.02, and -21.37. The text 'Financial Indicators' is prominently displayed in white on a dark teal rectangular background at the bottom center.

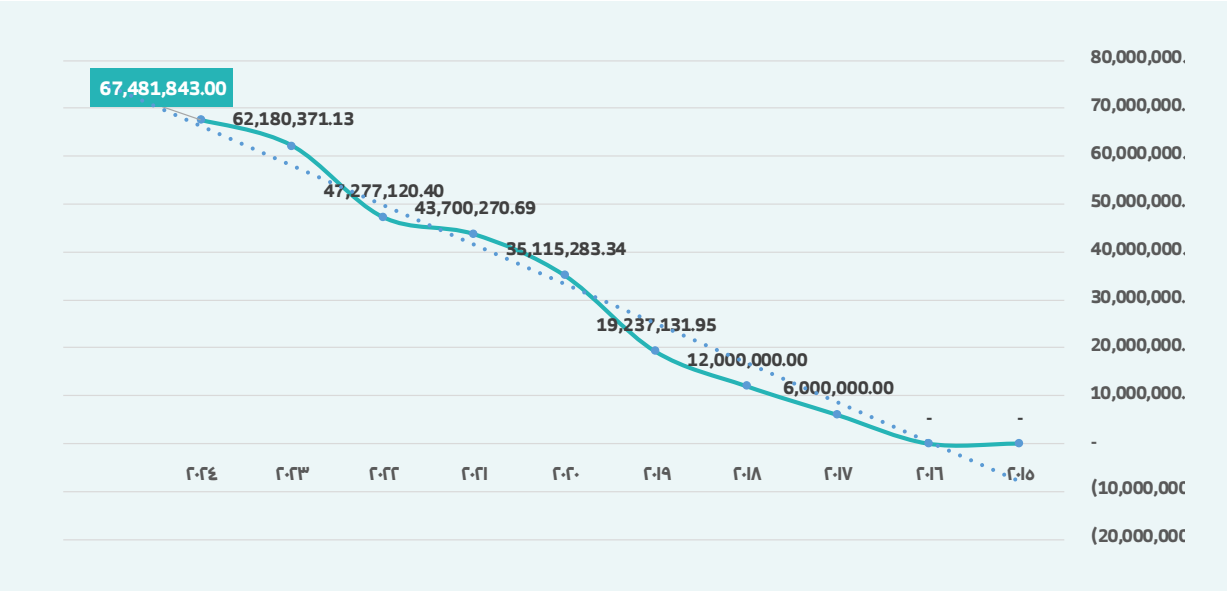
Financial Indicators



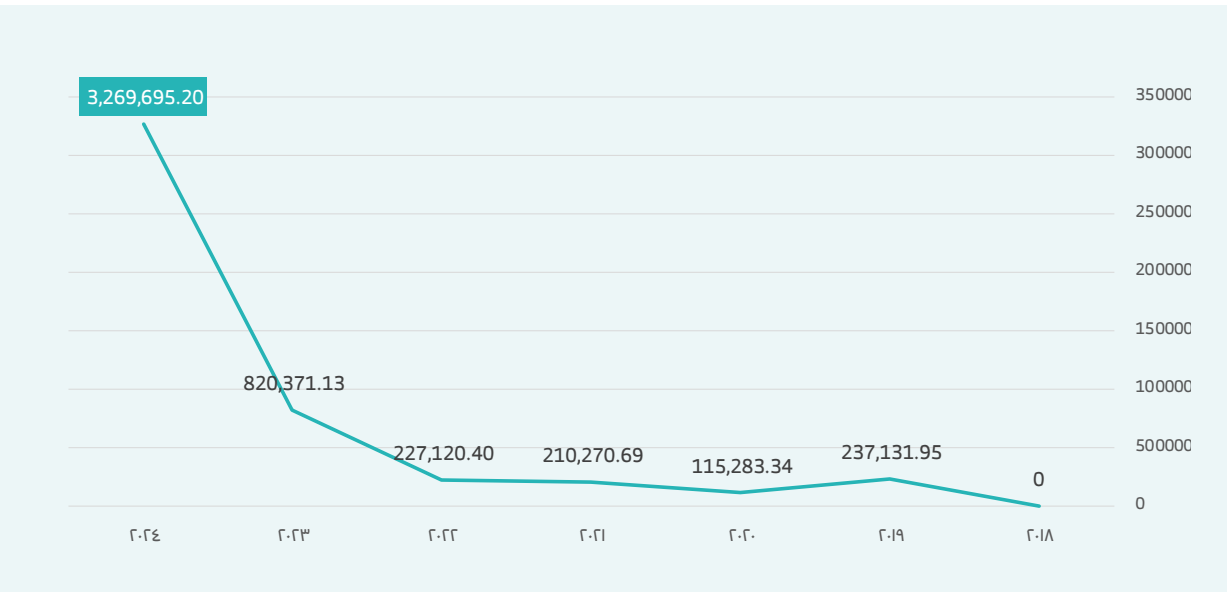
Investment Asset Growth Indicator



Growth Indicator of Cash Investment Returns



Growth Indicators of Expenses and Revenues



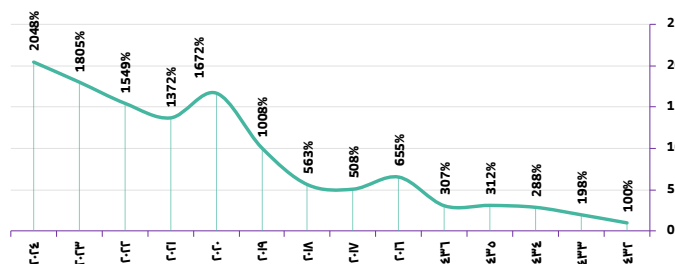


Growth Indicators of Expenses and Revenues

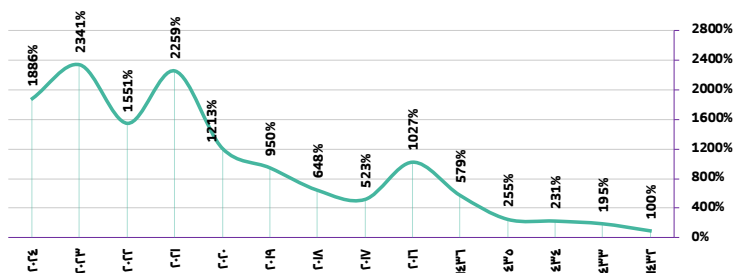


Program Expenses Growth Indicator

The indicator reflects the growth of program expenses from the base year, with an average growth rate of 945% compared to the base year.



Revenue Growth Indicator (Growth Rate)

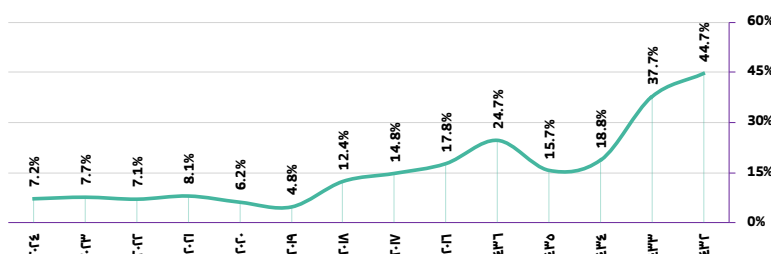


This indicator reflects the growth in revenues from the base year, with an average growth rate of 983% compared to the base year



General and Administrative Expenses Indicator

The indicator reflects the decrease in general and administrative expenses as a proportion of total .expenses





المودة
للتنمية الأسرية

Al Mawaddah for
Family Development